

Code No. : 32165 E Sub. Code : EEBF 11

B.Com. (CBCS) DEGREE EXAMINATION,
APRIL 2024.

First Semester

Banking and Finance

Elective – BUSINESS COMMUNICATION

(For those who joined in July 2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Giving _____ is another important objective of communication.
 - (a) Suggestion
 - (b) Advice
 - (c) Orders
 - (d) Report
2. _____ is very similar to giving advice.
 - (a) Suggestion
 - (b) Recommendation
 - (c) Staffing
 - (d) Counselling
7. The term _____ refers to the Secretary's and Deputy Secretary's correspondence.
 - (a) Banking correspondence
 - (b) Insurance correspondence
 - (c) Marine correspondence
 - (d) Secretarial correspondence
8. An _____ lists the items of business to be taken up during a meeting or session.
 - (a) Structure
 - (b) Order
 - (c) Enquiries
 - (d) Agenda
9. _____ provide information about the client apps, operating systems and cloud applications used in your network.
 - (a) Application record
 - (b) Documentation
 - (c) Office report
 - (d) Application reports
10. A _____ is a quantitative research method commonly employed in survey research.
 - (a) Indirect interview
 - (b) Structured interview
 - (c) Unstructured interview
 - (d) Direct interview

3. _____ enquiry is made in response to the seller's advertisement and publicity.
 - (a) Formal
 - (b) Routine
 - (c) Unsolicited
 - (d) Solicited
4. An enquiry made by an old buyer in the usual course of business is called _____.
 - (a) Enquiry for some favour
 - (b) Routine enquiry
 - (c) Unsolicited enquiry
 - (d) Solicited enquiry
5. _____ can also be considered a type of business communication.
 - (a) Secretarial correspondence
 - (b) Banking correspondence
 - (c) Insurance correspondence
 - (d) Marine correspondence
6. _____ is an agreement between a policyholder and insurer wherein the insurance company protects your valuable assets from fire, theft, burglary, or any other unfortunate accident.
 - (a) General assurance
 - (b) Life assurance
 - (c) General insurance
 - (d) Life insurance

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) What are the needs of business letters?
Or
(b) What are the importance of effective communication?
12. (a) Discuss the importance of orders and their execution.
Or
(b) Write a short notes on Sales letters.
13. (a) What is the correspondence relating to Marine Insurance?
Or
(b) What do you understand by Agency correspondence? Explain its terms.
14. (a) Discuss the duties of secretary.
Or
(b) Describe the importance of company secretarial correspondence.

15. (a) Describe the objectives of interviews.

Or

(b) Elaborate the techniques of various types of interviews.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Explain the essentials of effective business letters.

Or

(b) Explain the various barriers to communication.

17. (a) Explain the importance of collection letters.

Or

(b) Discuss the need for credit and status enquiries.

18. (a) Discuss the various types of Insurance correspondence.

Or

(b) Distinguish between life and general insurance.

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19. (a) Elaborate the various types of reports.

Or

(b) Explain the various classification of secretarial correspondence.

20. (a) Explain the importance of public speech.

Or

(b) Draft an application for the post of the secretary of a large public limited company.

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