

Code No. : 12141 E      Sub. Code : EECO 11/  
EECR 11/EEBF 11/  
EEBE 11

B.Com. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2023.

First Semester

Commerce / Corporate Secretaryship / Banking and  
Finance / Banking and E-Commerce

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. Communication is a \_\_\_\_\_.
  - (a) One way process
  - (b) Two way process
  - (c) Three way process
  - (d) Four way process
  
6. Insurance is a contract between \_\_\_\_\_ parties.
  - (a) One
  - (b) Two
  - (c) Three
  - (d) Four
  
7. \_\_\_\_\_ have become a regular activity of the modern business world.
  - (a) Reports
  - (b) Agenda
  - (c) Both (a) and (b)
  - (d) None of these
  
8. A report is a \_\_\_\_\_ presentation.
  - (a) Oral
  - (b) Written
  - (c) Both (a) and (b)
  - (d) None of these
  
9. \_\_\_\_\_ is also known as a job letter.
  - (a) Cover letter
  - (b) Application
  - (c) Prospecting letter
  - (d) Resume
  
10. First paragraph of job application contains \_\_\_\_\_.
  - (a) Educational information
  - (b) Professional information
  - (c) Personal information
  - (d) All of these

2. Communication saves time in \_\_\_\_\_.
  - (a) Internal Communication
  - (b) Interview
  - (c) Oral Communication
  - (d) Schedule
  
3. Which of these is not a type of letters of enquiry?
  - (a) General enquiries
  - (b) Personal enquiries
  - (c) Sales related enquiries
  - (d) Status enquiries
  
4. Circular letters are used \_\_\_\_\_.
  - (a) To send information to two people
  - (b) To communicate to other company
  - (c) To send the same information to a number of people
  - (d) To send information inside a company
  
5. \_\_\_\_\_ usually use a number of form letters with a set text of the matter.
  - (a) Banker
  - (b) Customer
  - (c) Agent
  - (d) None of these

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 importance of effective communication?  
Or  
(b) What are the needs of business letter?
  
12. (a) Write a note on collection letter.  
Or  
(b) Draft a circular letter announcing the retirement of a partner of your firm.
  
13. (a) Name the different kinds of agents.  
Or  
(b) As a manager of the local branch of the bank of India, write a letter to your head office recommending a loan to a customer.
  
14. (a) Discuss the duties of secretary.  
Or  
(b) What are the importance of minutes of report writing?

15. (a) Discuss the features of interviews.

Or

(b) Describe the stages of an interview.

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 methods of modern communication.

Or

(b) Explain the functions of business letter.

17. (a) Discuss the merits of sales letter.

Or

(b) Draft a letter cancelling your order placed some days earlier. Give reasons for the cancellation.

18. (a) Explain the various stages in agency correspondence.

Or

(b) Write a letter from a insurance company intimating lapse of a policy due to non-payment of premium.

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19. (a) Explain the classification of secretarial correspondence.

Or

(b) State the types of reports.

20. (a) How will you prepare for an employment interview?

Or

(b) Draft a model of job acceptance letter.

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