

BCOM 1002/BBA 1002

U.G. DEGREE EXAMINATION, JUNE 2015.

First Year – Non-Semester

Commerce/Business Administration

BUSINESS COMMUNICATION

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. What are the various kinds of Business Letters?
2. Explain the Advantages of Sending Circular Letter?
3. What are the Merits of Oral Communications?
4. Briefly explain the points to be remembered while writing an enquiry letter.
5. Write short notes on :
 - (a) Letter of Credit
 - (b) Bill of lading
6. Write a specimen of Notice for a Meeting with an Agenda.

7. Write a Specimen of an order form?

8. Explain the Features of the Layout of a business letter?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. Draft an application for the post of Chief — Accountant in an established Public Ltd. Company dealing in Stationery?
10. Write a letter to a banker asking extension time for repayment of loan installment?
11. What are the Barriers of Communication?
12. Write Circular letter announcing the opening of a new branch State Bank of India?
13. Write a letter about the issue of Bonus Shares by the Company Secretary?
14. “Without Head there is no man, like that without computer there is no correspondence” — Comment.