

C Keep it in good condition

D All

SECTION B – (2 x 5 = 10 marks)
ANSWER ANY TWO QUESTIONS

16. Explain the characteristics of communication.
17. Explain the features in the layout of a Trade letter.
18. Briefly explain the different kinds of Fire Insurance.
19. Enumerate the Duties of Company Secretary.
20. Explain the Objectives of Interview.

SECTION C – (5 x 10 = 50 marks)
ANSWER ALL QUESTIONS

21. A Explain the Barriers of communication.
OR
B Briefly Explain the Functions of Business Correspondence.
22. A Draft the Collection Letter to your Business Vendor.
OR
B Prepare a Circular to apply for Festival (Pongal) Advance.
23. A Explain the elements of Good Banking Correspondence.
OR
B List out the Difference between Life and General Insurance.
24. A Draft a letter to a director on holding an AGM.
OR
B Briefly Explain the Types of Reports.
25. A Explain the Types of Interviews.
OR
B Draft a Covering Letter applying for the Position of Sales Manager.

Reg. No.

END SEMESTER EXAMINATION NOV/DEC-2023

First Semester

B.Com

ELECTIVE I – BUSINESS COMMUNICATION

Time: Three Hours

Maximum: 75 marks

SECTION A – (15 x 1 = 15 marks)
ANSWER ALL QUESTIONS

1. The most important goal of business communication is
A Favourable relationship between sender and receiver
B Organisational goodwill
C Receiver response
D Receiver understanding
2. When working to create and maintain a favorable relationship with a receiver, a sender should
A Do just what the receiver expects
B Impress the receiver by using technical terms
C Stress mutual interests and benefits
D Use positive wording
3. Business letters produce immediate effect because they are
A Interesting
B Informal
C Formal
D Brief
4. A letter refusing adjustment is written when
A The buyer is at fault
B The seller is at fault

- C The third party is at fault
D Nobody is at fault

5. Which type of letter is used to reply to a complaint?

- A Adjustment letter B An inquiry
C Collection letter D Sales letter

6. How many types of sales letters are there?

- A Three B Two
C Five D Seven

7. Internal communication is a communication between _____.

- A Banker and customer.
B Superiors and subordinate
C Salesman and buyer. D Insurance company and its customer

8. Which of the following is not a public sector insurance company?

- A United India Insurance Company B The New India Assurance Company Limited
C SBI Life Insurance D General Insurance Corporation of India

9. In which year was General Insurance Corporation of India incorporated as a company?

- A 1989 B 1996
C 1972 D 1989

10. Where is the date mentioned in minutes?

- A Top Left B Top Right
C Bottom Left D Bottom Right

11. Which of the following is NOT included in an agenda?

- A Expected outcomes B Location and date
C Start time of meeting D Topics to be discussed

12. Which of the following is not a feature of a notice?

- A Minutes B Signature by authority
C Time, date and Place D Agenda

13. Which of the following should NOT feature in the final paragraph of an application letter?

- A A statement thanking the reader for their time/consideration.
B Your availability/interest in attending an interview.
C Why you are applying for the position
D A statement; saying you look forward to hearing from the reader.

14. If you begin a letter with "Dear Sir," you should end it with

- A Yours Sincerely B From
C Yours Faithfully D yours

15. What should you do after finishing your resume?

- A Proofread it for errors B Have other people proofread it