

B.Com(ISM) DEGREE EXAMINATION, APRIL 2020
I Year I Semester
Business Communication

Time : 3 Hours

Max.marks :75

Section A (10 × 2 = 20) Marks

Answer any **TEN** questions

1. Define communication.
2. What is grapevine?
3. What are cross cultural barriers?
4. Write short note on status enquiry.
5. Describe circular letter.
6. What is bank correspondence?
7. Explain the term insurance.
8. What is an agency letter?
9. Write short note on project report.
10. Enumerate press report.
11. What is spam?
12. What is SMS?

Section B (5 × 5 = 25) Marks

Answer any **FIVE** questions

13. Elucidate the types of grapevine.
14. Describe the Seven C's of communication.
15. Explicate the functions of business correspondence.
16. Write a letter to a customer whose cheque is dishonoured.
17. Give details about the different types bank correspondence.
18. Enumerate the features of a good report.
19. How will you compose an Email?

Section C ($2 \times 15 = 30$) Marks

Answer any **TWO** questions

20. Elaborate on various types of communication barriers.
21. What are the different types of business letters?
22. Write a letter to Life Insurance Corporation (LIC) requesting claim settlement.
23. Elucidate the modern communication technology.

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