SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)
(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.
B.Com. - END SEMESTER EXAMINATIONS APRIL - 2024
SEMESTER - IV
20UCOCT4010 - Business Communication

Total Duration : 2 Hrs. 30 Mins.   Total Marks : 60

Section B

Answer any **SIX** questions $(6 \times 5 = 30$ Marks$)$

1. Illustrate the different methods of communication commonly used in today's society.

2. Show the purpose of each component of a business letter, such as the sender's address, date, recipient's address, salutation, body, closing, and signature.

3. Prepare the key components of an interview letter, including the invitation, date, time, location, and instructions for the interviewee.

4. A reputed Textile sales firm has to effect a clearance sale of their stock and offering 50% discount in some case. Draft a circular letter.

5. What is execution of an order? You have received a big order from your customer, but are unable to execute it immediately. Write to the customer asking for extension of time.

6. How do we define 'minutes' of a meeting? Explain the objective and significance of minutes.

7. Explain the changes brought about in the field of communication by the newly introduced electronic devices.

8. Examine on (i) Internet (ii) Websites and their uses in business.

Section C

Answer any **THREE** questions $(3 \times 10 = 30$ Marks$)$

9. Describe the common barriers that hinder effective communication.

10. Compute the key elements of an acknowledgment letter, including expressing gratitude, summarizing the received information, and confirming next steps.

11. Draft a suitable reply to a customer who has complained about the poor service of the typewriters supplied by you.

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12. Explain in detail about a notice and Agenda for the Annual general meeting of a company.

13. Justify the benefits of using internet-based communication tools such as email, social media and messaging apps.

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