

Roll.No.

24UBCCT4012

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. CS - END SEMESTER EXAMINATIONS - NOVEMBER 2025
SEMESTER - IV

24UBCCT4012 - Business Communication

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions (6 × 5 = 30 Marks)

1. Illustrate and Explain the Layout of the Business Letter.
2. List out the important guidelines to write an effective circular letter
3. Explain about the various types of insurance.
4. Point out the guidelines to be followed while preparing good speech and list out the special characteristics.
5. Draft a letter to sports company to order a goods
6. Draft a Model of Agenda for a Share holders Meeting
7. Write a letter to State bank of India on behalf of Motswana & co. Requesting for a loan of rupee Ten lakhs against the security of the asset owned by them and draft suitable reply letter from the bank.
8. Explain the Essentials of a good speech.

Section C

Answer any **THREE** questions (3 × 10 = 30 Marks)

9. Define Barriers to communication in business and main categories with example.
10. Write a letter to venus & Co. to enquire about the delay in shipment of goods ordered on behalf of your concern and draft suitable reply letter.
11. Write an essay on the recent implementations in banking sector.
12. Explain the kinds of business report in detail.
13. Draft a covering letter and resume for the post of assistant manager in Global Insurance Ltd.
