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(Pages : 2)

Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2019

Sixth Semester

B.A. Corporate Economics

Core – BUSINESS COMMUNICATION

(2013 Admission onwards)

Time : Three Hours

Maximum Marks : 80

Part A (Very Short Answer)

Answer all questions.

Each question carries 1 mark.

1. Enclosure.
2. Status enquiries.
3. Outward communication.
4. Attention line.
5. Resolution.
6. Complaint letter.
7. Offer letter.
8. Noting-in-files.
9. Explain FC and S.
10. Post-dated cheque.

(10 × 1 = 10)

Part B (Short Answers)

Answer any eight questions.

Each question carries 2 marks.

11. What do you understand by Demi-official letter?
12. Mention any *two* characteristics features of a business letter.
13. What are principles of writing report?
14. State any *four* limitations of Formal Communication.
15. What are the guidelines for writing e-mail message.
16. Define Collection letter.
17. Mention the advantages of writing circular letter.

Turn over

18. What are the ancillary services of a bank?
19. How does a memorandum differ from a letter?
20. What are the types of "minutes"?
21. Define Fire Insurance.
22. Write a short note on 'post bag'.

(8 × 2 = 16)

Part C (Short Essays)

Answer any six questions.

Each question carries 4 marks.

23. Compare the features of oral and written communication.
24. Name the media of mass communication and what factors will you take into account in making a choice of a medium?
25. Write a short note on (a) Salutation ; (b) Reference Number ; (c) Complimentary Close.
26. Define enquiry letters. Discuss in detail the different types of enquiry letters.
27. Explain the meaning of 'notification' and how does notification differ from proclamation?
28. What are the legal provisions laid down under Companies Act regarding writing and maintenance of minutes of a company meeting.
29. As the Secretary of a company draft a letter to the shareholders a brief assessment of the present working of the company as well as the future prospects.
30. Mr. Anil Das, a policy holder has instituted a claim of Rs. 5 lakh under a Fire policy. On the basis of the surveyor's report, the Insurance Company is unable to accept it for the amount claimed. Draft a suitable reply to the policy holder.
31. Explain the 7Cs of Communication.

(6 × 4 = 24)

Part D (Long Essays)

Answer any two questions.

Each question carries 15 marks.

32. In which situations a writer sends the circular letter? Draft a circular letter announcing seasonal discount on your products.
33. What are the features of well drafted letter of complaint? What precautions should a businessman take while replying to a customer's complaint.
34. Write a note on : (a) Reference letters ; (b) Testimonial ; (c) Primary functions of a bank.
35. A plastic processing unit engaged in manufacturing various packing product requires marketing executives. Graduates with 2 years' experience in marketing plastic packing products. Draft a job application.

(2 × 15 = 30)