



21101378

QP CODE: 21101378

Reg No :

Name :

B.A DEGREE (CBCS) EXAMINATION, APRIL 2021

Sixth Semester

B.A Corporate Economics Model III

CORE - EC6CRT06 - BUSINESS COMMUNICATION

2017 Admission Onwards

B07E4334

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is communication process?
2. What is downward communication?
3. Write short note on Complimentary close'.
4. Give appropriate salutation and complimentary close for a public limited company.
5. What is meant by Firm offer?
6. Mention the guidelines to write an effective collection letter.
7. What is the importance of mentioning references in a job application letter?
8. How is a reference different from a testimonial?
9. List out the functions of a Company Secretary.
10. What is meant by Marine Insurance?
11. Give some of the situations that demand correspondence with a bank.
12. What is letter of Credit?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. What is the role of listening in communication?





14. In business communication, courtesy and clarity are as important as conciseness and completeness. Discuss.
15. Discuss the letter in semi-block form.
16. With reference to an advertisement in 'TheHindu', write a letter to Calcutta Aluminium Co Ltd, enquiring the prices, terms of sale, etc.
17. Mention at least four guidelines for drafting a letter to a customer who is being refused credit.
18. Differentiate between solicited job application letter and unsolicited application letter.
19. Discuss the guidelines for drafting correspondence with Shareholders by a Company Secretary.
20. As the manager of a bank, draft a tactful letter to a lady customer who is in the habit of overdrawing on her bank account without prior arrangement.
21. In the capacity of a branch manager, write a letter to the Head Office recommending a loan to a customer.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Enumerate the objectives of communication.
23. You have received a complaint from a valued customer from Pune, pointing out the steel furniture he had ordered for a special occasion has arrived in a damaged condition. Though the fault is of the transport company, you decide to replace the damaged furniture immediately. Draft a suitable reply to the customer.
24. Draft a circular letter announcing the retirement of a partner of your firm.
25. Discuss in detail about the different parts of a long report.

(2×15=30)

