

S.No. 609

12PCMED1

(For the candidates admitted from 2012–2013 onwards)

P.G. DEGREE EXAMINATION, NOVEMBER 2017.

Second/Third Semester

EDC Paper — BUSINESS COMMUNICATION

Time : Three hours

Maximum : 75 marks

PART A — (5 × 5 = 25 marks)

Answer ALL the questions.

1. (a) Give a brief note on encoding and decoding.
Or
(b) Mention the merits of grapevine communication.
2. (a) Explain the different types of business letter.
Or
(b) Write about functions of a business letter.
3. (a) What are the advantages of sales letter?
Explain.
Or
(b) What are the points should be noted in drafting a sales letter?

4. (a) Explain the objective of a circular letter.

Or

(b) State the occasions when circular letter are drafted.

5. (a) Highlight the characteristics of bank correspondence.

Or

(b) What are the different types of bank correspondence?

PART B — (5 × 10 = 50 marks)

Answer ALL questions.

6. (a) Elaborate on the principles of communication or the seven C's of communication.

Or

(b) Discuss various types of communication barriers.

7. (a) Explain structure of a business letter in detail.

Or

(b) Discuss the essential of an effective business letters.

8. (a) Describe the objective of sales letter.

Or

(b) Draft a sales letter introducing a new scooter.

9. (a) What is a circular letter? Discuss its salient features.

Or

(b) "Ram cloth centre is opening a new cloth business in pondicherry". Draft a circular letter.

10. (a) Write a letter to the insurance company for asking loan against life policy.

Or

(b) Write a letter to your banker giving standing instruction for paying you life insurance premium periodically.