

S.No. 790

17PCMED1/17PCZED1

(For the candidates admitted from 2017– 2018 onwards)

P.G. DEGREE EXAMINATION, APRIL/MAY 2018.

Second Semester

EDC — BUSINESS COMMUNICATION

Time : Three hours

Maximum : 75 marks

PART A — (5 × 5 = 25 marks)

Answer ALL questions.

All questions carry equal marks.

1. (a) State the objectives of communication.

Or

(b) Indicate the types of communication.

2. (a) Mention the functions of Business letters.

Or

(b) Point out the principles of letter writing.

3. (a) Write a note on 'Sales Letter'.

Or

(b) Explain 'Enquiries and Replies'.

4. (a) Under what situations a circular letter may be drafted?

Or

(b) What do you mean by 'Agency Letters'?

5. (a) State the types of Bank Correspondence.

Or

(b) How compliants are to be made?

PART B — (5 × 10 = 50 marks)

Answer ALL questions.

All questions carry equal marks.

6. (a) What are the essentials of good communication?

Or

(b) Explain the barriers to communication.

7. (a) Draft the layout of a business letter.

Or

(b) List out the kinds of business letters.

8. (a) What points are to be kept in mind while drafting status enquiry letter?

Or

(b) State the qualities of a good sales letters.

9. (a) State the objectives of circular letter.

Or

(b) Draft a circular letter regarding opening of a new branch.

10. (a) Write a letter to the banker to provide overdraft facilities.

Or

(b) Draft a letter to the Insurance company regarding the procedure to surrender policy.

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