

ANNAI VIOLET ARTS AND SCIENCE COLLEGE
DEPARTMENT OF B.Com-Accounting & Finance
CONTINUOUS INTERNAL ASSESSMENT – II (ODD SEM.)
SUBJECT : Business Communication

Class : I B.Com(A/F)

Date : 3.11.22

Max.Marks : 75

Sub. Code: CA31B

PART A ($10 \times 2 = 20$ Marks)

Answer any TEN questions

1. State any two features of communication.
2. What are the advantages of written communication?
3. What is Circular letter?
4. What is body language?
5. What are the points to be remembered while drafting enquiry letters?
6. Mention the points to be noted while drafting an order letter.
7. Write a note on the heading portion of a letter.
8. What are the psychological barriers?
9. What are sales letters?
10. What do you mean by Agency correspondence?
11. Write a short note on Meetings?
12. What is Office order?

PART B – ($5 \times 5 = 25$ Marks)

Answer any FIVE questions

13. Examine the implications of “two-way process in communication”.
14. Draft an enquiry letter to ‘Ashok Sports Emporium’.
15. Write a note on implied communication.
16. “Complaints are not routine letters”. How will you handle complaint letters?
17. Draft a letter warning cancellation of Agency to Geetha Pharmaceuticals.
18. Explain the barriers to communication.
19. State the various kinds of business letters.

PART C – ($3 \times 10 = 30$ Marks)

Answer ANY THREE questions

20. Place an order for the supply of “Designer shirts and sarees” with “ Anand Textiles Pvt.Ltd”.
21. Name the parts of a good business letter and draw a diagram indicating the position of each part in the letter.
22. Draft a sales letter to promote the sales of a consumer product of your imagination.
23. Examine the different types of communication.
24. Apply for the post of “Junior Management Trainees “in MRF Tyres Ltd. With your ‘Curriculum Vitae’(C.V)