

**ANNAI VIOLET ARTS AND SCIENCE COLLEGE  
DEPARTMENT OF COMMERCE**

**CONTINUOUS INTERNAL ASSESSMENT – II (ODD SEM.)**

**Subject : BUSINESS COMMUNICATION**

**Class : I BCom., Genral.**

**Max. Marks : 75**

**Date : 3.11.22**

**Sub. Code: CZ21B**

**PART A (10 × 2 = 20 Marks)**

**Answer any TEN questions**

1. Define Oral communication.
2. What is Business communication?
3. What is Informal Communication?
4. What is circular?
5. What is memo
6. Write a short note on General Insurance.
7. What is an Interview?
8. Write a short note on ‘Letter Enquiry’.
9. What is a salutation
10. What are the purposes of Sales Letter?
11. What does Body of the letter should contain?
12. What is “Video Conference”?

**PART B – (5 × 5 = 25 Marks)**

**Answer any FIVE questions**

13. Discuss the principle of Communication.
14. Explain the structure of Business Letter.
15. Describe the quality of Business Letter.
16. What are the main points should be included in drafting letter for interview?
17. Write a short note on 1. Execution of an order 2. Cancellation of an order
18. What is an order letter? What are its contents.

19. Draft a letter canceling your order placed some days earlier. Giving suitable reason for cancelation.

**PART C – (3 × 10 = 30 Marks)**

**Answer any THREE questions**

20. Explain the Barriers of Communication.
21. Describe the elements of Sales Letter.
22. What is insurance? Discuss in detail the various types of insurance.
23. Write a letter from a insurance company intimating lapse of a policy due to non-payment of premium.
24. Explain the uses and limitations of Video Conferencing.