

**CLASS: B.Com.**

**15A/90**

**St. JOSEPH'S COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 620 002**

**SEMESTER EXAMINATIONS – APRIL 2015**

**TIME: 3 Hrs.**

**MAXIMUM MARKS: 100**

SEM	SET	PAPER CODE	TITLE OF THE PAPER
IV	2013	11UCO430301A	BUSINESS CORRESPONDENCE

**SECTION – A**

**Answer all the questions:**

**20 x 1 = 20**

**Choose the correct answer:**

- Television and Cinema films form:
  - Visual communication
  - Audio-visual communication
  - Written communication
  - Computer-based communication
- 'Grapevine' is a
  - Formal communication
  - Informal communication
  - Upward communication
  - Downward communication
- Dunning letters relates to:
  - Circular letter
  - Collection letter
  - Sales letter
  - Complaint letter
- A report prepared and presented according to the form and procedure laid down by law is called
  - Formal reports
  - Non-statutory reports
  - Statutory reports
  - Special reports
- Presentation is:
  - a live mode of sharing information with a selected audience.
  - A gift to some one
  - A personal communication
  - Gathering of information

**Fill in the blanks:**

6. The Latin term for communication is \_\_\_\_\_.
7. E-mail is a message transmitted electronically over a \_\_\_\_\_ network.
8. The complementary close is otherwise called as \_\_\_\_\_.
9. A report is a basic management tool used in \_\_\_\_\_.
10. A report which is prepared in a prescribed form is called \_\_\_\_\_ report.

**State True or False:**

11. Gesture is a non-verbal communication.
12. Informal communication is free from all the formalities of formal communication.
13. Enquiry made at the buyer's own interest is called unsolicited enquiry.
14. A good report should be in a summarized manner.
15. An effective presentation should have positive things.

**Answer in one or two sentences:**

16. What is non-verbal communication?
17. What is upward communication?
18. Write the three P's of a sales letter.
19. Write an example for report by Individual.
20. List any two visual aids which would be more effective in presentation.

## SECTION – B

**Answer all the questions:**

**5 x 7 = 35**

21. a. Define communication. What are the various media of communication?

**OR**

- b. What are the principles of communication?
22. a. What is upward communication? What are the various methods of upward communication?

**OR**

- b. What are the advantages of computer-based communication?
23. a. What is a business letter? Explain the functions of business letters.

**OR**

- b. Write a circular letter announcing the stock clearance sale for kids wear.
24. a. Enumerate the characteristics of a good report.

**OR**

- b. What is a report? Describe the importance of reports.
25. a. What is presentation? What are its features?

**OR**

- b. Mention some of the guidelines for effective presentation.

## SECTION – C

**Answer any THREE questions:**

**3 x 15 = 45**

26. List out the various barriers to communication.
27. What are the different types of organizational communication?
28. Write a letter on behalf of Dr. Aathi Sakthi Associate Professor working in a College to her banker to stop payment of a cheque that it was lost.

29. Write a report of a sub-committee of directors about declining sales with suggestions to improve them.
30. What is presentation? What are the various planning aspects followed while delivering presentation?

\*\*\*\*\*