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(FOR THE CANDIDATES ADMITTED

SUBJECT CODE **21 UPA515**

DURING THE ACADEMIC YEAR 2021 ONLY)

REG.NO. :

**N.G.M.COLLEGE (AUTONOMOUS): POLLACHI**

**END-OF-SEMESTER EXAMINATIONS: NOVEMBER- 2023**

**B.Com P.A**

**MAXIMUM MARKS: 70 MARKS**

**V SEMESTER**

**TIME: 3 HOURS**

**PART – III**

**EXECUTIVE COMMUNICATION**

**SECTION - A**

**(10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**MULTIPLE CHOICE QUESTIONS.**

**(K1)**

1. Communication is the task of imparting \_\_\_\_\_  
(a) Training (b).Information (c).Knowledge (d).Message
2. ----- letter is one which seeks information from the receiver.  
(a) Reply (b) Enquiry (c) Collection (d) Remainder
3. Validity of a cheque is -----  
(a) 3 months (b) 6 months (c) 12 months (d) 2 months
4. Letter written for seeking a job is called:  
(a) Resume (b) Job Application (c) CV (d) Prospecting Letter
5. The report is always written in \_\_\_\_\_ manner.  
(a) Data biased manner (b) Horizontal manner (c) Sequential manner (d) Irregular manner

**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES**

**(K2)**

6. Define communication.
7. Give any two types of business letter.
8. Expand DD.
9. What is Group discussion?
10. What is a report?

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**SECTION – B**

**(5 X 4 = 20 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.(K3)**

11. a) State the objectives of communication.

**(OR)**

b) Evaluate the functions of business letters.

12. a) How to write a letter of claim?

**(OR)**

b) List out the types of sales letter.

13. a) Describe the essential features of bank correspondence.

**(OR)**

b) Explain the principles of writing minutes?

14. a) State the types of interviews.

**(OR)**

b) Discuss the characteristics of a good speech.

15. a) Describe the steps in report writing

**(OR)**

b). What is Form 16?

**SECTION - C**

**(4 X 10 = 40 MARKS)**

**ANSWER ANY FOUR OUT OF SIX QUESTIONS**

**(16<sup>th</sup> QUESTION IS COMPULSORY)**

**(K4/ K5)**

16. How do you prepare a resume?

17. Discuss the barriers to effective business communication?

18. Draft a circular letter as you are shifting your business premises.

19. Rajashri Silk Saree Centre, Bangalore writes a letter to the Indian Bank's branch near their area asking for a loan of rupees ten lakhs against the security of their shares

20. Prepare an application with your Bio-data for the post of Accountant in a reputed company.

21. Analysis the types of report.

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**ETHICAL PAPER**