

(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2023 ONLY)

SUBJECT CODE **23 UEC 204**

REG.NO.

N.G.M. COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS: MAY – 2024

B.Com. – E.COMMERCE

MAXIMUM MARKS: 75

SEMESTER : II

TIME : 3 HOURS

PART – III

BUSINESS COMMUNICATION

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS. (K1)

1. Communication is a _____
 - a) One way process.
 - b) Two-way process.
 - c) Three-way process.
 - d) Four-way process.
2. Which of the following is NOT a trade enquiry?
 - a) ORDER
 - b) CREDIT
 - c) STATUS
 - d) CIRCULAR
3. A collection letter is associated with
 - a) Debtors
 - b) Creditors
 - c) Company
 - d) Customers
4. A statutory report is
 - a) informal report
 - b) Statistical report
 - c) Formal report
 - d) Legal report
5. A starts by listing your work history with the most recent position listed first.
 - a) Functional resume
 - b) Mini resume
 - c) Combination resume
 - d) cheobological resume

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES. (K2)

6. What is Communication?
7. Why is a trade enquiry essential?
8. State any two requirement of issuing circulars.
9. What is an 'Agenda'?
10. What are the various types of interviews?

SECTION – B (5 X 5 = 25 MARKS)

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

11. a) Explain the importance of Effective Business Communication

(OR)

- b) Describe the types of Business Letter Communication **(CONTD 2)**

12. a) Illustrate the types of trade enquiry.
(OR)
b) Summarize the Credit enquiry in detail
13. a) Why does business communication use Electronic writing?
(OR)
b) Elaborate the tool of electronic writing
14. a) State the characteristics of a good report.
(OR)
b) Explain the notice of the meeting.
15. a) Explain the general features of interviews.
(OR)
b) Explain the various types of interviews.

SECTION – C (5 X 8 = 40 MARKS)

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.
(K4 (Or) K5)**

16. a) Explain the Layout of Effective Business Letters
(OR)
b) Illustrate any four barriers of communication.
17. a) Describe the Orders and their Execution
(OR)
b) Write to thank the party for his letter and show appreciation for his interest in your company, its products or service.
18. a) “ Collection letter are usually written in series” – Explain
(OR)
b) What is the difference between notice, circular and memo?
19. a) Illustrate the classification of secretarial correspondence
(OR)
b) Explain the modern form of business communication.
20. a) Prepare a resume for the following advertisement along with cover letter.
Wanted a Finance Manager at our new factory in Chennai, TN. Commerce Graduates with minimum 5 years’ experience in manufacturing industries as Finance Managers can apply. Apply with particulars to Box. 650, The Hindu, Chennai – 600004 latest by 30th July.
(OR)
b) Prepare the Business Reports Presentations on any one Business