

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE **22 UCO 515**

DURING THE ACADEMIC YEAR 2022-2023 ONLY)

REG.NO.

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

END-OF-SEMESTER EXAMINATIONS : NOVEMBER – 2024

B.Com. (AIDED & SF)

MAXIMUM MARKS: 50

SEMESTER : V

TIME : 3 HOURS

PART – III

BUSINESS COMMUNICATION

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. Modern communication methods like email, video conferencing, and social media have increased the importance of effective business communication, while older methods like..... are less frequently used.
a) Email b) Video conferencing c) Fax d) Social media
2.is specifically concerned with determining the financial reliability of a potential business partner, unlike trade enquiries that focus on general information.
a) Trade enquiry b) Credit and status enquiry c) Order enquiry d) Complaint enquiry
3. The collection series in business correspondence usually begins with a followed by more serious communications if payment is not received.
a) Final demand letter b) Gentle reminder letter
c) Legal notice d) Debtors' explanation letter
4. are essential documents for recording the proceedings of a company's official meetings, unlike an agenda, which outlines the topics to be discussed.
a) Agenda b) Memorandum c) Minutes d) Report
5. is used to formally announce a new product launch to the media, while brochures and classified advertisements serve other promotional purposes.
a) Brochure b) Press release c) Magazine d) Classified advertisement

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. Define effective business communication.
7. Differentiate between trade enquiries and credit enquiries in business transactions.
8. Explain the importance of the collection series in maintaining business cash flow.
9. Illustrate the purpose of preparing minutes in company meetings.
10. Interpret the role of a press release in public relations and media communication.

(CONTD 2)

SECTION – B**(5 X 3 = 15 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.**

11. a) Apply the principles of effective business communication to improve the layout of a business letter.
(OR)
b) Compare traditional communication methods with modern communication methods in business.
12. a) Describe the process of executing an order after receiving a trade enquiry.
(OR)
b) Assess the importance of handling complaints and adjustments effectively in business transactions.
13. a) Interpret the function of a debtors' explanation letter in the collection series.
(OR)
b) Examine the role of a final demand letter in the collection process.
14. a) Describe the process of preparing an agenda for a board meeting:
(OR)
b) Assess the importance of accurate minute-taking during shareholder's meetings.
15. a) Sketch the key elements of a press release for a new product launch.
(OR)
b) Compare the effectiveness of traditional advertising methods with digital advertising in public relations.

SECTION – C (5 X 5 = 25 MARKS)**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K4/K5)**

16. a) Analyze the effectiveness of a business letter in addressing customer complaints and draft a letter responding to a customer's complaint about delayed delivery.
(OR)
b) Evaluate the importance of modern communication methods in enhancing effective business communication.
17. a) Examine the steps involved in responding to a trade enquiry and draft a letter replying to a trade enquiry for your company's products.
(OR)
b) Justify the necessity of credit and status enquiries before executing an order.
18. a) Investigate the process of drafting a final demand letter and prepare a letter to a client who has an overdue account.
(OR)
b) Discuss the effectiveness of a collection series in recovering overdue payments.
19. a) . Outline the key elements of drafting a notice for an annual general meeting (AGM) and prepare a notice to be sent to shareholders.
(OR)
b) Defend the importance of precise and clear language in secretarial correspondence with shareholders.
20. a) Criticize the approach of traditional press releases and draft a modern press release for a new product launch.
(OR)
b) Criticize the traditional approach to press releases and recommend a modern strategy for effective public relations.