

(FOR THE CANDIDATES ADMITTED

(NO. OF PAGES: 2)

SUBJECT CODE 21UEC204

DURING THE ACADEMIC YEAR 2021-22 ONLY)

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : JULY 2022

B.Com. (E-Commerce)

MAXIMUM MARKS: 70

SEMESTER II

TIME : 3 HOURS

PART - III

BUSINESS COMMUNICATION

SECTION - A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

(K1)

(Qn. No. 1 - 5)

1. The transmission of the sender's idea to the receiver and the receiver's feedback or response to the sender constitute the _____
 - a) Communication process
 - b) Communication Cycle
 - c) Brain Drain
 - d) Communication of ideas
2. An enquiry made at the buyer's own initiative is ____
 - a) Unsolicited enquiry
 - b) Solicited enquiry
 - c) Routine enquiry
 - d) Enquiry for favour
3. AIDA indicates _____
 - a) Aim, Interest, Different and Action
 - b) Attention, Improvement, Desire and Action
 - c) Attention, Interest, Distinct and Action
 - d) Attention, Interest, Desire and Action
4. _____ is a document that outlines the contents of a forthcoming meeting.
 - a) Circular
 - b) Minutes
 - c) Agenda
 - d) Notice
5. _____ is a special technique to ascertain how a candidate will acquire himself under conditions of exceptional stress and strain.
 - a) Tests
 - b) Group Discussion
 - c) Stress Interview
 - d) Screening

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

(Qn. No. 6 - 10)

6. What is Salutation?
7. Indicate the purpose of 'Order Blanks'.
8. When a reminder is required?
9. State the use of indexing of minutes.
10. Mention the purpose of bibliography in a report.

(CONTD.....2)

SECTION – B**(5 X 4 = 20 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(Qn. No. 11 to 15) 10 questions (a & b) – 2 questions from each unit.****(K3)**

11. a) Write notes on 'Grapevine Communication'.

(OR)

- b) Specify the limitations of oral communication.

12. a) Give four important guidelines for drafting replies to defective or incomplete orders.

(OR)

- b) Illustrate the 4Cs considered to be the foundation of a sound credit policy.

13. a) "Collect the amount but keep the customer" – Explain.

(OR)

- b) Describe any four situations in which a circular letter may be sent.

14. a) How does agenda help in regulating the proceedings of a meeting?

(OR)

- b) Draft the minutes of the meeting of the board of directors of the Indian Furniture Limited, held prior to the annual general meeting.

15. a) In what aspects job application is similar to a sales letter?

(OR)

- b) Brief the types of business reports.

SECTION - C**(4 X 10 = 40 MARKS)****ANSWER ANY FOUR OUT OF SIX QUESTIONS****(16th QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS****(FROM Qn. No : 17 to 21)****(K4 (Or) K5)**

16. Discuss the characteristics of a good speech.

17. "Communication is the lifeblood of a business organization." – explain.

18. Write to Indian Bank, Kalapatti, Coimbatore to make enquiries about the credit standing of M/s Suguna Motors, Coimbatore for a sum of Rs.20 lakhs. The party's bankers are City Union Bank, Singanallur, Coimbatore.

19. Draft a sales letter introducing a new model electric scooter.

20. Draft the minutes of the Annual General Meeting of the shareholders of Tata McGraw Hill Publishers Ltd. Mumbai.

21. Draft an application for the post of the secretary of NLC Limited, Neyveli.