Third Semester B.Com. Degree Examination, October/November 2019

(CBCS Scheme)

Commerce

BUSINESS COMMUNICATION

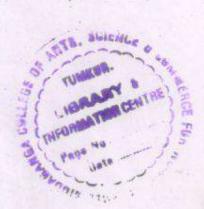
Time: 1 1/2 Hours]

[Max. Marks: 45

Instructions to Candidates : Answers should be written in English only.

SECTION - A

- Answer any FIVE of the following. Each sub-question carries 2 marks:
 (5 × 2 = 10)
 - (a) Define communication.
 - (b) What do you mean by verbal communication?
 - (c) Mention any two essentials of business letter.
 - (d) What is complimentary close?
 - (e) What do you mean by order letter?
 - (f) What is the need for status enquiries?
 - (g) What is sales letter?



SECTION - B

Answer any THREE of the following. Each question carries 5 marks : (3 × 5 = 15)

- 2. Explain the communication process with diagram.
- 3. Discuss the essentials of good business letter.
- 4. Explain the importance for writing sales letter.
- 5. What is complaint letter? When a letter of complaint written?
- 6. Expand:
 - (a) NOMA
 - (b) PS.

Q.P. Code - 53310

SECTION - C

Answer any TWO of the following. Each question carries 10 marks:

 $(2 \times 10 = 20)$

- 7. Explain the different types of business letters.
- Chenna Keshava Traders, No. 26, Barline Road, Madhugiri have received a letter from M/s Hospital and Company, Dwaraka Nagar, Kunigal Road, Tumkur reminding to settle a claim of Rs. 70,000 immediately. Draft a suitable letter.
- Geeta Book House, Educational Publishers, have admitted Gopalakrishna as one
 of their partner. Draft a circular announcing the admission of the partner.