

**DE-3941****11**

## DISTANCE EDUCATION

B.C.S. DEGREE EXAMINATION, DECEMBER 2008.

## BUSINESS COMMUNICATION

(1999 onwards)

Time : Three hours

Maximum: 100 marks

## SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What is the importance of effective communication? Also define, 'communication process'?
2. What are the merits and demerits of oral communication and written communication?
3. What are "enquires"? What are the various types of 'Enquiries'?
4. Quote any eight circumstances that need writing a circular letter.
5. What are the points to be considered while writing complaint letter? Why?
6. What details are usually mentioned under 'Personal details' in bio-data?
7. Define 'minutes'. What factors would you keep in mind while writing minutes?

8. Write short notes on the following terms :
- (a) Ex-Ship
  - (b) Letter of Credit
  - (c) C.I.F.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Discuss the 'barriers to effective communication'.
10. Explain the structure of business letter.
11. Write an application letter to Larsen and Tubro Ltd., Chennai, for the post of Chief Accountant.
12. Draft an enquiry letter to a "furniture dealer" to send their price list and catalogue.
13. As the secretary of private company, you are to open current account with National Bank of India. Draft a letter to the Manager of the bank for the above purpose.
14. Draft an Agenda of AGM (Annual General Meeting) incorporating five businesses to be transacted in the meeting.
15. Excellent university, Contonment Road, Kannore, wants to place a large order for 'books' for their library to Sultan Chaud Company, Delhi. Write a letter ordering for books.