

DISTANCE EDUCATION

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

BUSINESS COMMUNICATION

(1999 onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions in about 200 words each.

All questions carry equal marks.

1. Explain the essentials of a good business letter.
2. What do you mean by the physical appearance of a Letter?
3. Give four important guidelines for drafting replies to defective/incomplete orders?
4. Mention any four factors than can give rise to replies.
5. What is meant by a status enquiry?
6. Explain :
 - (a) Open indent
 - (b) Closed indent.

7. What facts should a secretary keep in mind while writing to a Director?

8. What are the essentials of a good report?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Describe with illustrations the different parts of a letter?

10. Explain the important points that should be kept in mind while drafting an offer?

11. Draft a suitable reply to the manager of a firm who has expressed a desire to open a current account with your bank.

12. Explain the following terms :

(a) Bill of lading

(b) Bill of Exchange

(c) Letter of credit.

13. As the secretary of a company, draft a circular announcing arrangements for a shareholder's visit to the factory?

14. What are the various contents of Letter of application?

15. Write notes on :

(a) Agenda

(b) Minutes.
