

DISTANCE EDUCATION
B.C.S. DEGREE EXAMINATION, MAY 2011.
BUSINESS COMMUNICATION
(1999 onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

Answer should not exceed more than 200 words.

1. What are the advantages of written communication?
2. Write a circular letter announcing the fact of opening a new branch of your firm in Trichy.
3. What are the characteristics of a good report?
4. What are the different types of business letter?
5. What are the functions of commercial correspondence?
6. What are the form and contents of an application letter?
7. Write a report about the need to computerise the activities of your department.
8. What are the essentials of an effective business letter?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. “Courtesy and Classify in a business letter are as important as conciseness and completeness.–Discuss.
10. Describe with illustrations the different parts of a letter.
11. Draft a letter to your bank manager to stop payment of a cheque issued by you.
12. As a manager of a bank, draft a letter to the customers regarding the facility available in the bank for the safe custody of valuables.
13. A person who had applied for shares in your company, now writes to complain that he has not been allotted any shares. As secretary of the company, draft a suitable reply.
14. As a chairman of a company, what points would you consider before delivering the speech in AGM.
15. Draft the Agenda for the extraordinary general meeting of your company.