

**DE-4000****11**

## DISTANCE EDUCATION

B.B.M. DEGREE EXAMINATION, DECEMBER 2008.

## BUSINESS COMMUNICATION

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions about 200 words each.

All questions carry equal marks.

1. What are the essential features in the layout of a business letter?
2. What are the advantages of maintaining effective communication in a business organization?
3. Define 'minutes' and state the different methods of recording minutes.
4. What are the features of a short speech?
5. Write a note on indemnity bond.
6. What are the important features of an enquiry letter?
7. Draft a letter of quotation on supply of glazed tiles to a construction company with precise details.
8. From one of your customers. Rs. 80,000 is outstanding for the past 10 months. Draft a suitable collection letter to collect the amount from him.

## PART B — (4 × 15 = 60 marks)

Answer any FOUR questions about 400 words each.

All questions carry equal marks.

9. List out the various types of communication and explain their merits and demerits.
10. Discuss how a long report should be prepared with a stress on its lay-out.
11. Write a letter to a publisher detailing the missing pages in a book that you bought from them and ask for a replacement. Also draft a suitable reply.
12. Write a letter to a Bank Manager for getting an overdraft facility for your business concern.
13. Define principal and Agent. What are the guidelines to be borne in mind while writing agency correspondence?
14. Prepare an application with your Bio-data for the post of a typist in a nationalized bank.
15. Write an essay on recent developments in banking sector.