

**DISTANCE EDUCATION****B.C.S. DEGREE EXAMINATION, MAY 2010.****BUSINESS COMMUNICATION**

Time : Three hours

Maximum : 100 marks

**PART A — (5 × 8 = 40 marks)**

Answer any FIVE questions.

All questions carry equal marks.

1. Bring out the need for effective business correspondence.
2. Write on the importance of physical appearance of a business letter.
3. What do you mean by 'status enquiry' letters? Explain.
4. Write a circular letter inducing your customers to buy water purifier machines which you have recently put on the market.
5. What are the qualities that an effective sales letter possess?
6. What is an 'Agenda'? What are its contents?
7. What are the situations under which a company secretary may happen to write to outsiders?
8. Write a letter to your agent in Malaysia instructing him to verify carefully all claims submitted by local importers.

PART B — ( $4 \times 15 = 60$  marks)

Answer any FOUR questions.

All questions carry equal marks.

9. What are the various classifications of speeches? What are the points to be considered when preparing speech of a company chairman?
  10. What are the different kinds of reports? Explain on committee reports.
  11. Enumerate the structure and layout of a effective business letter in the modern business world.
  12. As an exporter of fancy articles, write an enquiry letter to the whole sale supplier asking for catalogue and terms.
  13. As a company secretary draft a reply letter to the complaining shareholder regarding despatch dividend warrant.
  14. Draft a model minutes of a meeting of a joint stock company.
  15. Draft an application letter for a situation along with comprehensive resume of yours.
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