

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

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. Discuss the advantages of different forms of layout of a business letter.
2. Bring out the importance of communication.
3. What are the points to be remembered while drafting enquiry letters?
4. What are complaint letters? What are the factors to be considered while a letter for complaint is replied to?
5. Draft a circular letter announcing the introduction of a new television set.
6. Draft a letter to a foreign company, asking for a quotation of a machinery required by you for which you have a valid import licence.
7. Discuss briefly the various types of secretarial correspondence.
8. Explain the different types of reports.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. What are the barriers in effective communication? State the suitable measures to overcome the barriers.
10. Discuss the different parts of a business letter.
11. Draft a letter cancelling your order with “Aravind Agencies” and ask them to supply the ordered electrical products after 3 months.
12. Prepare a status enquiry letter for verifying the credit status of “Gopal Traders”.
13. What are the points to be borne in mind while drafting the letter of application?
14. Write a letter to a banker asking for overdraft facilities.
15. Draft the minutes of the Annual General Meeting of the shareholders of Thilak Textiles Ltd., Chennai.