

DISTANCE EDUCATION
B.B.M. DEGREE EXAMINATION, DECEMBER 2010.
BUSINESS COMMUNICATION

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 importance of correspondence in business organisations.
2. Explain the points to be kept in mind while drafting minutes.
3. Describe the content of an executive report.
4. Draft a short speech on inflation.
5. You have purchased a demand draft from Indian Bank Main Branch Madurai and you have lost it. On intimation to the Bank for a duplicate draft, they asked to submit an indemnity bond. Please draft it.
6. What are the essentials of a Good report?
7. Present your Bio-data.
8. Write an essay on privatisation of banks in India.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions in about 400 words each.

All questions carry equal marks.

9. Elaborate the essentials of a business letter.
10. As a book publisher draft a letter answering trade enquiry of a book seller.
11. Draft a sales letter to promote the sales of a new model of a computer.

12. Draft a letter on behalf of an Insurance company accepting a policy holder's claim over the fire accident occurred in his factory.
13. Draft a sale agreement.
14. Draft an application for the post of 'Computer operator' in a big business firm.
15. Explain the role of banking industry in India's economic development.

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