

DISTANCE EDUCATION

B.B.M. 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. Explain the essentials of a business letter.
2. You have received an order from M/s. Raju enterprises, Bombay. Intimate them that you are taking every step to execute the order within 3 days. Try to bring their attention to the invoice and tactfully ask for payment.
3. Draft a minutes of the first meeting of a board of Directors of Joint Stock company.
4. What are the points to be considered while preparing a report?
5. Write the essentials of a good speech.
6. Write a note on indemnity bond.
7. Present your own bio-data.
8. Write an essay on bank nationalisation.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Explain the importance of communication in business organisations.
10. You are the principal of a college. Make out an order to a dealer for the 500 record notebooks.

11. Draft a sales letter to promote the sales of a Automatic colour camera.
12. Write a letter on behalf of the policy holder to the LIC requesting for a loan against the life policy.
13. What are the points to be considered in drafting short speeches?
14. Write an application letter for the post of an Accountant in a limited company at Chennai.
15. Explain the deficit financing and economic planning.

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