

**DE-6951****11**

## DISTANCE EDUCATION

B.C.S. DEGREE EXAMINATION, DECEMBER 2009.

## BUSINESS COMMUNICATION

(1999 onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What are the objectives of communication?
2. What are the main purposes of a business letter?
3. Discuss the main features of a good sales letter.
4. List out the points to be kept in mind while drafting a complaint letter.
5. As a branch manager of a commercial bank, write a letter to a customer, expressing inability to grant loan owing to inadequacy of security.
6. What is a 'Minute'? What are its contents?
7. Describe the various types of reports.
8. What do you mean by a circular letter? What are the objectives of the same?

## PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Explain the barriers to effective communication. Suggest the ways to overcome them.
  10. What factors will you take into account in making a choice of medium for communication? Discuss various media for communication in business.
  11. Draft a letter to overseas company in order to acquire the export order to your textile company in Chennai.
  12. A cheque drawn by you is found missing. Write a letter to your banker requesting him to stop its payment.
  13. Enumerate the points to be considered while drafting chairman's speech.
  14. Draft an application letter for the post of personnel manager in an Engineering Organisation. Also prepare a resume.
  15. "The success of a letter depends upon the effectiveness of its opening and closing paragraphs" – Discuss.
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