

DISTANCE EDUCATION
B.C.S. DEGREE EXAMINATION, DECEMBER 2010.
BUSINESS COMMUNICATION
(1999 onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.
Answer should not exceed more than 200 words.

1. What are the functions of commercial correspondence?
2. Briefly mention the various types of business letters.
3. What are the important points to be borne in mind while drafting the letter of enquiry?
4. Explain the different classification of reports.
5. What is a sales letter? What points would you take into consideration is drafting sales letter?
6. What are the steps involved in the preparation of a speech?
7. Briefly explain the objects of Business Reports.
8. What is the difference between a Report and a Letter?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Explain the different lay-outs of a business letter.
 10. What is a credit letter? Explain the points to be present in a letter asking for credit.
 11. Draft a letter to a customer's complaint about the poor services of the bank.
 12. As secretary of a company, draft a report to be submitted to the BOD about the foreign tour to canvass NRI investment in the company.
 13. Draft the chairman's speech at the annual general meeting of a company.
 14. Prepare Bio-Data for the post of a manager in a company.
 15. Draft an application for the post of a company secretary in a Public Ltd. Company.
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