

DISTANCE EDUCATION

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

BUSINESS COMMUNICATION

(1999 onwards)

Time : Three hours

Maximum : 100 marks

Answer should not exceed more than 200 words.

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. List out the various objectives of communication.
2. Briefly explain the various components of a business letter.
3. Briefly explain the letters of enquiry.
4. List out the various contents of an order letter.
5. Explain the various source of information.
6. Write to your bankers, requesting them to open an irrevocable letter of credit in favour in your foreign supplier.
7. Write a note on the various types of secretarial correspondence.
8. Describe the importance of reports.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. List out the various barriers to communication? How will you overcome them?
10. Define quotation. Explain the various terms used in quotations.
11. Draft an application for the post of an accountant in an export organisation.
12. What are the various kinds of meeting? Discuss the duties of the secretary in such meetings.
13. Enumerate the various parts of a report along with the contents in a detailed manner.
14. What are the various components of a speech? Explain each one of them briefly.
15. Draft a suitable reply to the manager of a firm who expressed a desire to open a current account with your bank.

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