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**D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE – 1**

**SEMESTER EXAMINATIONS**

**APRIL – 2016 15CCO2B / CCO2B**

***BUSINESS COMMUNICATION***

**Time: 3 Hrs Max. Marks: 75**

**SECTION – A (10 X 2 =20)**

**Answer ALL the questions.**

1. What is Communication?
2. What are the various steps in the Communication Cycle?
3. What do you mean by ‘Grapevine’ Communication?
4. What do you mean by ‘You Approach’ in the business letter?
5. What are circular letters?
6. What is a solicited enquiry?
7. Write a note on “Post Script”.
8. What is Testimonial?
9. What is Business Report?
10. Write a note on Bibliography.

**SECTION – B (5 X 5 =25)**

**Answer any FIVE of the following questions.**

1. “Communication is an essential for business concern as blood and breathing are for life” – Do you

agree? Explain.

1. What are the main barriers to organizational communication?
2. Describe the different parts of business letter.
3. Messrs.Kabir and Sons, Cantonment Road, Jessore, want to place a large order for ‘Provit’ Baby Food manufactured Ltd. Write a suitable order letter expressing your willingness and request to give you special price concession.
4. You are the Purchase Manager of a company manufacturing automobile spares. One of your ancillary units has supplied one lot of rubber linings of inferior quality. Write a letter of complaint rejecting the lot and asking for a new supply.
5. Write a letter asking a candidate to appear for an interview for the post of Head Cashier.
6. What are the essentials features of good business report?
7. What are the various types of reports?

**SECTION – C (3 X 10 =30)**

**Answer ALL the questions.**

19. a) Explain the different classification / Types of communication in an organization.

(Or)

b) Explain briefly the 7 C’s of communication.

20. a) Draft a letter of quotation on supply of glazed tiles to a construction company with price details. (Or)

b) You are not in a position to execute the order which you have received from a customer. Write a

letter to him giving reasons for the non – execution of the order.

21. a) Draft an application with your resume for the post of ‘Computer Operator’ in a big business firm.

(Or)

b) Explain briefly the structure of the business report.

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