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

SEMESTER EXAMINATIONS

 APRIL – 2018 15CCO2B/CCO2B

# BUSINESS COMMUNICATION

Time : 3 Hrs Max. Marks : 75

SECTION-A (10 x 2 = 20)

Answer ALL the questions.

1. Write a note on oral communication.
2. What do you meant by encoding in the communication process?
3. What is complimentary close?
4. What is postscript?
5. What is an enquiry?
6. What is an offer?
7. What is reference in an application letter?
8. What is curriculum vitae?
9. What is a report?
10. What is meant by progress report?

SECTION-B (5 x 5 = 25)

Answer any FIVE of the following questions.

1. Explain the characteristic features of communication.
2. State the significance of business communication.
3. Distinguish between oral and written communication.
4. State the physical aspects of a business letter.
5. Distinguish offer and quotation.
6. Draft a complaint letter.
7. What are the points to be covered in an application letter?
8. Explain different types of report.

SECTION-C (3 x 10 = 30)

Answer ALL the questions.

1. (a) Why organisations need communication? Discuss the objectives of Business communication.

(Or)

 (b) Explain the essentials of an effective business letter.

1. (a) Explain different types of business letters.

(Or)

 (b) Draft an enquiry letter to Godrej asking information about their new ergonomic furniture for your

 office. Give a detailed specification of your requirements.

1. (a) List and explain the usual contents of a resume. Draft a Resume for the post of company

 Accountant.

(Or)

 (b) Explain in detail about the layout of a report.

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