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

SEMESTER EXAMINATIONS

 APRIL – 2017 15CCO2B/CCO2B

# BUSINESS COMMUNICATION

Time : 3 Hrs Max. Marks : 75

SECTION-A (10 x 2 = 20)

Answer ALL questions.

1. Define the term communication.
2. What are the different elements of Communication?
3. What is grapevine Communication?
4. What is Proxemics?
5. What is a circular letter?
6. List out the situations in which letter of enquiry sent.
7. Distinguish between offer and quotation.
8. What do you mean by Resume?
9. What do you mean by salutation?
10. What is a Business Report?

SECTION-B (5 x 5 = 25)

Answer any FIVE of the following questions.

1. Explain the importance of Business Communication.
2. Discuss the kinds of communication in detail.
3. Briefly explain the various parts of a business letter.
4. Draft an Testimonial for the post of a chief accountant in an export organisation.
5. Draft on Enquiry Letter to purchase Textiles for starting a new branch at Chennai.
6. Explain 7C’s of communication.
7. Distinguish between oral and written communication.
8. Explain different kinds of report.

SECTION-C (3 x 10 = 30)

Answer ALL questions.

1. (a) Briefly explain the objectives of communication.

(Or)

 (b) Briefly explain the important barriers to communication.

1. (a) Explain the kinds of Business Letter.

(Or)

 (b) Draft a Letter on behalf of Rani stores, Chennai placing an order for the supply of Fancy products.

1. (a) Draft an Application for the post of receptionist in Large organization.

(Or)

 (b) Briefly explain the characteristics and parts of business report.

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