

Reg.No.

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

APRIL – 2018

15SIS4A

SKILL BASED SUBJECT-II: BUSINESS COMMUNICATION

Time : 2 Hrs

Max. Marks : 50

SECTION-A (10 x 2 = 20)

Answer ALL the questions.

1. Define communication
2. What is the process of communication?
3. What is offer letter?
4. What is collection letter?
5. Define bank correspondence.
6. What is report?
7. What is STD?
8. What is Intercom?
9. What is E- mail?
10. Difference between Internet & Intranet.

SECTION-B (3x 10 = 30)

Answer any THREE of the following questions.

11. How can overcome the barriers of communication?
12. What are some of the more effective appeals that may be used in collection letters to persuade people to pay their overdue bills?
13. On behalf of Messrs. Salgaonkar Bros, pune, Write a letter to a foreign supplier asking for a quotation for the import of some machinery required by you for which you have a valid import license.
14. What are the technologies used for communication process? Discuss.
15. Write short notes on
 - i) Video conferencing
 - ii) Computers

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