Reg.No : | | | | | | | | | | | |

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

SEMESTER EXAMINATIONS

APRIL – 2019 **15CBA2A**

BUSINESS COMMUNICATION

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

SECTION – A (10 X 2 =20)

Answer ALL the questions.

1. Define Communication.
2. What is Semantic barrier?
3. What is Circular?
4. What do you mean by Order?
5. Write a note on Company Correspondence.
6. State the importance of Share Holder's Letters.
7. What is secretarial report?
8. What do you mean by Annual Reports?
9. What is internet?
10. What is E - mail?

SECTION – B (5 X 5 =25)

Answer any FIVE of the following questions.

11. What are the barriers to communication?
12. Explain the objectives of Communication.
13. Explain the layout of a business letter.
14. What are the essential features of an offer letter?
15. Explain the role of computers in business communication.
16. State the essential characteristics of Company Correspondence.
17. What is a Tele-conference? What are its uses and its limitations?
18. What are the points should be kept in mind while drafting a "Sales Letter"?

SECTION – C (3 X 10 =30)

Answer ALL the questions.

19. a) Briefly explain on the essentials for an effective communication.

(Or)

b) What is Business letter? Explain its kinds.

20. a) Draft a circular letter as you are shifting your business premises.

(Or)

b) Write a note on the various types of secretarial correspondence.

21. a) How a press reports will be prepared? What are the important contents should be covered?

(Or)

b) What is Information Technology? Write its usage in communication.

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