

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SECOND SEMESTER – APRIL 2010

CO 2105 / BU 2100 - BUSINESS COMMUNICATION

Date & Time: 22/04/2010 / 1:00 - 4:00 Dept. No.

Max. : 100 Marks

SECTION A

Answer **all** questions

10 x 2=20

1. What are the characteristics of a good classified Advertisement?
2. What is the main purpose of public relation letters?
3. How can we give a 'Pleasant look' to a business letter?
4. What details are usually included in the heading of a business letter?
5. What do you mean by solicited and unsolicited enquiry?
6. What is 'Bank Reference'?
7. Which factors should be kept in mind while responding to a complaint letter?
8. What details are usually mentioned under personnel data in bio – data?
9. What is a performance report?
10. List any three qualities of an effective interviewer?

SECTION B

Answer any **Five** Questions

5 x 8 =40

11. Write a note on the need and importance of business communication?
12. Why is it necessary for a businessman to make use of a combination of the various media of communication?
13. What are the essentials of good business letter? Discuss at least five of them with suitable illustrations?
14. "The success of a Business letter depends upon the effectiveness of its opening and closing paragraph" – Discuss
15. Mention any four important points that you will keep in mind while acknowledging an order?
16. Write to HSBC Bank Chennai, to make enquires about the credit standing of John Pvt Ltd for a sum of Rs 10 lakh. The party's banker is ICICI Mumbai.
17. Mark Bros, Bangalore received from Paper Products Ltd , Chennai, paper bags in damaged condition. Write on behalf of Mark Bros a letter of complaint to Paper Products Ltd, asking for replacement of the bags.
18. Draft a circular letter announcing the admission of a partner of your firm.

SECTION C

Answer any **Two** Questions

2 x 20 =40

19. Vasanth and Co, has advertised in 'The Hindu' for the post of supervisor in the Sales department, with reference to this advertisement write a job application letter.
20. Draft the Minutes of the Annual General Meeting of the Board of Directors where the following items were taken up. 1) Allotment of Shares 2) Appointment of Auditors 3) Tender to the new Premises 4)any other matters
21. How should an interviewer conduct himself during selection process?
