LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**B.COM.** DEGREE EXAMINATION – **COMMERCE & CORPOR. SEC.**

THIRD SEMESTER – **APRIL 2012**

# BU 3203 - BUSINESS COMMUNICATION

Date : 02-05-2012 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

**Part A**

Answer **All** Questions (10 X 2 =20)

1. What are the various forms of written communication?
2. Mention any three important points that should be included in a quotation.
3. How do business organization benefits from issuing press release?
4. Mention the stages of a collection series.
5. What is meant by ‘Status Consciousness’?
6. Why is it important to sign every pages of the Minutes book?
7. What are the advantages of allowing credit in trading?
8. In what way is a classified advertisement similar to a telegram?
9. What is a performance report?
10. Mention any three objectives of a sales letter.

**Part B**

Answer any **Five** Questions (5 X 8 =40)

1. Describe with illustration the different parts of a Business letter.
2. Discuss the important guidelines for drafting letter of Credit and status enquiry.
3. Draft a report of a committee appointed to identify areas of diversification for a company engaged in producing home appliances.
4. Draft a letter of appreciation to an employee who has achieved the sales target.
5. What are the Characteristics of a good Classified Advertisement?
6. Explain the various advantages of forming committees.
7. How should a candidate behave during a selection interview?
8. You have been asked to declare open “Commerce Form 2011” draft an appropriate speech for the occasion.

**Part C**

Answer any **Two** Questions (2 X 20 =40)

1. Briefly discuss the changes brought in the field of Communication by the newly introduced electronic devices.
2. Draft an Application to Reliance Company Ltd. Mumbai, for the post of Chartered Accountant specially emphasizing your good auditing skills, knowledge of State and Central taxes and your dignified personality.
3. You have received a letter from Mr. Vasanth. Vasanth & Co, reminds you to settle a claim of Rs 5 lakhs immediately. Draft a suitable replay requesting for extending of the terms and suggesting payments in installments.

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