



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.COM. DEGREE EXAMINATION – COMMERCE, CORP.SEC.

THIRD SEMESTER – APRIL 2014

BU 3203 - BUSINESS COMMUNICATION

Date : 10/04/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION A

ANSWER ALL THE QUESTIONS:

(10*2=20)

- 1.what is upward communication.
- 2.What do you mean by appropriate?
- 3.Give any two important guidelines for replies to defective order.
- 4.State three Psychological barriers to effective communication.
- 5.what are reference initials.
- 6.How can an oral communication be made effective?
- 7.What is meant by rubber stamp opening paragraph?
- 8.Give any two important guidelines while drafting replies when substitutes are offered.
- 9.what is meant communication by silence.
- 10.What is the importance of the 'you' attitude in a business letter?

SECTION B

(5*8=40)

ANSWER ANY FIVE QUESTIONS:

- 11.Explain the following i) Bill of Lading
ii) Bill of Exchange
- 12.A college organised a seminar on women rights. Prepare a suitable handout to be issued to the press.
- 13.Draft a circular letter announcing the admission of a partner of a firm?
- 14.Prepare a classified advertisement for the post of HR Manager in Wipro Technologies.
- 15.Describe the advantages of writing circular letters.
- 16.How is a press release different from an advertisement?
- 17.Differentiate between reference and testimonials.
- 18.How can committees improve the relations between the employees and employers?

SECTION C

(2*20=40)

ANSWER ANY TWO QUESTIONS

- 19.Suggest ways and means of making a selection interview successful.
- 20.Draft an address by the chairman of a company to be delivered on the occasion of the silver jubilee celebration of the company.
- 21.Draft an application letter for the post of software analyst in T.C.S, Chennai.
