



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SECOND SEMESTER – APRIL 2014

CO 2106 - BUSINESS CORRESPONDENCE

Date : 07/04/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART A

Answer ALL the questions.

(10 x 2 = 20 Marks)

1. Define “Business Correspondence”.
2. What is encoding?
3. Define ‘Group discussion’.
4. Explain minutes of a meeting?
5. How would you prepare memo?
6. What is a report?
7. What is intranet?
8. What is case study analysis?
9. What are telephone antiquies?
10. What is a seminar?

PART B

Answer any FOUR questions.

(4 x 10 = 40 Marks)

11. Explain the various benefits of business communication.
12. Explain the components of a business letter.
13. How would you prepare minutes of a meeting?
14. Explain the different types of business letters.
15. What are the do’s and don’ts while analyzing a case study?
16. How should an interviewee prepare for an interview?
17. What are the golden rules for effective e-mail?

PART C

Answer any TWO questions.

(2 x 20 = 40 Marks)

18. What are the barriers to communication? Discuss in detail with illustrations.
19. Write in detail the impact of technological advancement of business communication
20. What are the characteristics of a good report? Describe using examples.
21. Elucidate in detail the process of designing a good presentation.
