



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

SECOND SEMESTER – APRIL 2025

CO 2105 – BUSINESS COMMUNICATION



Date: 05-05-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION A

Answer ANY FOUR of the following

4 x 10 = 40 Marks

1. What is business communication? Write a note on the need and importance of business communication
2. What are the essentials of a good business letter?
3. The success of a business letter depends upon the effectiveness of the opening and closing paragraph". Discuss.
4. What is bank reference? Explain with an appropriate example.
5. List out and explain the characteristics of an effective interviewer.
6. What is a performance report?
7. Write down the characteristics of a good classified advertisement.
8. Explain solicited and unsolicited enquiry with appropriate example.

SECTION B

Answer ANY THREE of the following

3 x 20 = 60 Marks

9. What details are mentioned under the personal data in the bio-data?
10. Explain how an interviewer should conduct himself during selection process?
11. Draft the minutes of the annual general meeting of the board of directors.
12. Discuss the important points that you will keep in mind while acknowledging an order.
13. Write a letter to HSBC bank Chennai, to make enquiries about the credit standing of C Pvt. Ltd., for a sum of fifty lakh rupees. The party's banker is IOB, Mumbai.
14. Discuss the factors to be kept in mind while responding to a complaint letter.

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