



QP CODE: 25021061

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Reg No : .....

Name : .....

**B.A DEGREE (CBCS) REGULAR / REAPPEARANCE / MERCY CHANCE  
EXAMINATIONS, FEBRUARY 2025**

**Sixth Semester**

B.A Corporate Economics Model III

**CORE COURSE - EC6CRT06 - BUSINESS COMMUNICATION**

2017 Admission Onwards

DA29BD87

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries 2 marks.*

1. What is meant by decoding?
2. What is meant by group communication?
3. Write short note on opening paragraph.
4. Give appropriate salutation and complimentary close for a private limited company.
5. State the features of a good enquiry letter.
6. Mention any four points to be kept in mind while drafting an offer.
7. What is meant by 'Status Enquiry'?
8. Mention the guidelines to write an effective collection letter
9. List out the functions of a Company Secretary.
10. What is meant by Marine Insurance?
11. Give some of the situations that demand correspondence with a bank.
12. What is letter of Credit?

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries 5 marks.*





13. What is the role of listening in communication?
14. In business communication, courtesy and clarity are as important as conciseness and completeness. Discuss.
15. Discuss are the characteristics of a good business letter.
16. Discuss the hints for drafting circular letters.
17. A customern pays his bill two months after the due date but does not include interest with his remittance.Draft a firm but courteous letter,pointing out why he must pay interest on the overdue bill.
18. Mr Ram Mehta has been appointed as the Purchase Officer in your Company.Draft a letter of appointment to be sent to him.
19. A shareholder seeks your advice as he wished to buy some more shares of the Company. As the secretary of the Company, write a suitable reply.
20. As the manager of a bank,drfat a tactful letter to a lady customer who is in the habit of overdrawing on her bank account without prior arrangement.
21. In the capacity of a branch manager, write a letter to the Head Office recommending a loan to a customer.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Enumerate the objectives of communication.
23. Mr Mathew has received, in damaged condition, the doll he had ordered for birthday presentation to his daughter. Expressing his disappointment, he writes to the seller asking for its quick replacement. Draft the letter (goods received in damaged condition)
24. What is bio-data?Discuss the details to be included in the bio-data.
25. Explain the importance of making a report reader oriented.

(2×15=30)

