

**S.NO: 22N1- UC**

**Course Code: CUA3**

**A.D.M.COLLEGE FOR WOMEN, NAGAPATTINAM**

**(AUTONOMOUS)**

**B. Com Degree Examination**

**III Semester – November – 2022**

**AC III – BUSINESS COMMUNICATION**

**Time: 3 hours**

**Maximum Marks: 75**

**Section –A**

**10X2=20**

Answer **ALL** the Questions

1. Define Communication.
2. What do you mean by grapevine communication?
3. What is a business letter?
4. What is meant by 'Salutation'?
5. What is an enquiry letter?
6. What is quotation?
7. Write a note on complaint letter.
8. What is a sales letter?
9. What is Fax?
10. What is 'E-mail'?

**Section -B**

**5X5=25**

Answer **ALL** the Questions

11. a) Point out the characteristics of communication.

**(or)**

b) List out the objectives of communication.

12. a) Discuss the importance of business letter.

**(or)**

b) Briefly explain the main purpose of business letter.

13. a) Distinguish between offer and quotation.

**(or)**

b) State the types of enquiry letter.

14. a) Discuss the various types of application letter.

(i) Solicited letter

(ii) Unsolicited letter

**(or)**

b) Stage the advantages of a sales letter.

15. a) Discuss the importance of the Fax in business.

**(or)**

b) Highlight the characteristics of E-mail message.

**Section -C**

**3 X 10 = 30**

Answer any **THREE** Questions

16. Elaborate on the various types of communication barriers.
17. Explain the different kinds of business letter.
18. Explain the different kinds of replies.
19. Bring out the various stages involved in writing a collection letter.
20. Explain the uses of computers for communication.

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