

(6 pages)

Reg. No. :

Code No. : R 22740 E Sub. Code : JMBA 11/
SMBA 11

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2018.

First Semester

Business Administration – Main
COMMERCIAL CORRESPONDENCE

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. The process of exchanging ideas, facts, emotions are called _____.
(a) Coordination
(b) Communication
(c) Cooperation
(d) Computation

2. The response or reply to the sender is called
(a) message (b) idea
(c) content (d) feedback
3. Order with incomplete information is called _____ order.
(a) improper (b) defective
(c) subjective (d) effective
4. In case of defective product the customer received, he prefers _____ letter.
(a) circular (b) enquiry
(c) complaint (d) claim
5. Barriers caused in the process of encoding and decoding is _____ barrier.
(a) psychological
(b) semantic
(c) organizational
(d) personal
6. The cost of goods and the charges for loading them onto the wagon are paid by seller is
(a) COD (b) FOB
(c) FOR (d) COP

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7. DUN is also called ———.
- (a) Enquiry letter (b) Circular letter
(c) Claim letter (d) Collection letter
8. Trade reference will be applicable for ——— customers.
- (a) Prospective (b) Existing
(c) Trade (d) All the above
9. No interest is allowed for ——— account.
- (a) Fixed (b) Recurring
(c) Savings (d) Current
10. Safe custody of valuables comes under ——— services.
- (a) primary (b) agency
(c) specific (d) general utility

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Answer the following in about 250 words.

11. (a) Write down the process of communication.
- Or
- (b) Explain the functions of communication.

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12. (a) Explain the significance of effective letter.

Or

- (b) Write down the hints to be followed in making an order.

13. (a) Explain the occasions where complaint letters are drafted.

Or

- (b) What are the hints to be followed in collection letter?

14. (a) Explain three P's of sales letter.

Or

- (b) What are the circumstances in which the order been cancelled?

15. (a) Write down characteristics of bank correspondence.

Or

- (b) Write down the forms of deposits in a bank.

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PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Answer the following in about 600 words.

16. (a) Explain the modern forms of communication.

Or

- (b) Explain the external barriers.

17. (a) Draft a letter of enquiry to Vivo mobile phone dealer asking information about new apps.

Or

- (b) Draft status enquiry letter.

18. (a) Draft a letter for ordering 50 laptops to your college lab.

Or

- (b) Draft a complaint letter for receiving wrong sizes of shoes which you have not ordered.

19. (a) Explain the series of collection letter.

Or

- (b) Explain the functions of sales letter.

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20. (a) Draft a letter to a bank asking for status enquiry of a customer who is asking for a loan.

Or

- (b) Draft a letter to a bank asking for overdraft.
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