

(6 pages)

Reg. No. :

Code No. : 20725

Sub. Code : GMBA 11

**B.B.A.(CBCS) DEGREE EXAMINATION,
NOVEMBER 2012.**

First Semester

Business Administration – Main

COMMERCIAL CORRESPONDENCE

(For those who joined in July 2012 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which one of the following is an element of communication?
(a) message (b) medium
(c) feed back (d) all the above
2. Example for Socio-psychological barrier is problem in _____.
(a) understanding (b) interpretation
(c) both (a) and (b) (d) none of these

3. A business letter serves as a _____ for future reference.
(a) record (b) legal document
(c) both (a) and (b) (d) none of these
4. Which one of the following is the essential feature of a business letter?
(a) promptness (b) accuracy
(c) courtesy (d) all the above
5. Acceptance of the offer by the buyers is called _____.
(a) quotations (b) orders
(c) both (a) and (b) (d) none of these
6. Caveat emptor means _____.
(a) buyer beware (b) seller beware
(c) both (a) and (b) (d) none of these
7. On a complaint when the customer is right, then the best option is
(a) admitting the fault at once
(b) delaying the reply
(c) giving lame excuses
(d) none of these

8. Writing good sales letters require
(a) flair for writing
(b) good command of the language
(c) use of quotations
(d) all the above
9. A bank has to correspond with _____.
(a) the customers (b) the head office
(c) other banks (d) all the above.
10. Apart from the general principles of effective business correspondence, a bank correspondence requires _____.
(a) style (b) brevity
(c) secrecy (d) none of these

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain the process of communication.
Or
(b) Briefly explain the significance of clarity of thought and expression in the communication process.

12. (a) What important instructions should be included while planning an order?

Or

- (b) How do you distinguish between an 'offer' and a 'quotation'?
13. (a) What factors should the supplier keep in mind while replying to a letter of complaint in which the customers is at fault?

Or

- (b) What is circular letter? Mention the advantages of circular letter.
14. (a) Discuss the various stages of a collection letter.

Or

- (b) In what way is a sales letter superior to a salesman?
15. (a) What is meant by status enquiry?

Or

- (b) Draft a suitable reply to the manager of a firm who has expressed a desire to open a current account with your bank.

PART C — (5 × 8 = 40 marks)

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

16. (a) Briefly explain the different types of communication.

Or

- (b) What are the principles of effective communication?

17. (a) Explain briefly the format of a business letter.

Or

- (b) Draft a letter to confirm a quotation sent earlier by telex, expanding the quotation and making the offer 'firm'.

18. (a) Draft a suitable reply to a customer who has complained about the poor service of the computers supplied by you.

Or

- (b) Draft a circular letter announcing the retirement of a partner of your firm.

19. (a) 'The function of a collection letter is not merely to collect dues, but to collect them painlessly'. Discuss.

Or

- (b) Draft a sales letter introducing a new model scooter.

20. (a) Explain the functions of a bank.

Or

- (b) In the capacity of a branch manager, write a letter to the Head Office recommending a loan to a customer?
-