

(6 pages)

Reg. No. :

**Code No. : 22223 E Sub. Code : FECO 1 A/
FECE 1 A/FECE 1 A**

B.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2024.

First Semester

Commerce/Corporate Secretaryship/Banking and
E-Commerce

Elective – BUSINESS COMMUNICATION

(For those who joined in July 2024 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. _____ form of communication involves the use of written words.
- (a) Verbal communication
 - (b) Non-verbal communication
 - (c) Written communication
 - (d) Visual communication

2. _____ is an example of non-verbal communication.

- (a) Sending an email
- (b) A phone conversation
- (c) Body language
- (d) Reading a report

3. A response to a trade enquiry is typically called as _____.

- (a) A sales letter
- (b) An enquiry reply letter
- (c) A complaint letter
- (d) An order confirmation letter

4. _____ is the primary purpose of an agency agreement.

- (a) To outline the terms of a loan
- (b) To establish the legal relationship between an agent and a principal
- (c) To provide a financial statement of the agency
- (d) To advertise agency services

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5. _____ is a common form of internal banking communication.
- (a) Advertisements (b) Circulars
(c) Newsletters (d) Financial reports
6. _____ is the primary purpose of an insurance claim letter.
- (a) To request insurance coverage
(b) To announce a new policy
(c) To inform of a claim settlement
(d) To ask for premium details
7. When a secretary sends a letter to inform about a company's annual general meeting (AGM), it is known as a:
- (a) Circular (b) Notice
(c) Memorandum (d) Report
8. _____ used for a letter that informs the board of directors about a proposed resolution for approval.
- (a) Proposal letter
(b) Resolution letter
(c) Recommendation letter
(d) Board memo

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9. The primary objective of an interview is _____.
- (a) To assess the candidate's qualifications for the job
(b) To evaluate the candidate's personality and cultural fit
(c) To gather information about the candidate's experience and skills
(d) All of the above
10. _____ used for professional networking and building a digital profile.
- (a) Instagram (b) Twitter
(c) LinkedIn (d) Snapchat

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Differentiate between verbal and non-verbal communication.
- Or
- (b) State the importance of business communication in today's globalized world.

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12. (a) Define a trade enquiry and explain its importance.

Or

- (b) Explain the objectives of sales letter.

13. (a) Explain the elements of a good banking correspondence.

Or

- (b) Describe the different kinds of fire insurance.

14. (a) Explain the criteria for the preparation of Agenda.

Or

- (b) Describe the purpose of preparing the report.

15. (a) Explain why digital profile can be created.

Or

- (b) Brief about the objectives of conducting interview.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the process of communication in the context of business.

Or

- (b) Discuss about the purpose and objectives of communication.

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17. (a) Draft a sales letter to promote a sale of a new pen.

Or

- (b) Elaborate the process of handling trade enquiries effectively, including drafting responses and following up with potential clients.

18. (a) Draw a letter to the manager, Indian Bank, Trichy requesting him to sanction loan.

Or

- (b) Give the proper format for sending a notice of insurance premium payment.

19. (a) Draft a letter to the director notifying a board meeting.

Or

- (b) Draft a letter of a business proposal.

20. (a) Enumerate the techniques involved in conducting interview.

Or

- (b) Explain the various methods of maintaining digital profile.

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