

(6 pages)

Reg. No. :

Code No. : 12939

Sub. Code : JMBA 11/
SMBA11

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2017.

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 questions.

Choose the correct answer :

1. Which one of the following is an element of communication
(a) Order (b) Message
(c) Warning (d) Suggestion
2. The process of translating the symbols into ideas and interpreting the message refers to _____
(a) decoding (b) feedback
(c) encoding (d) coding

3. An enquiry made at the buyer's own initiative is called as _____ enquiry.

(a) solicited (b) routine
(c) unsolicited (d) offer

4. A _____ is a specific offer for sale.

(a) reply letter
(b) quotation
(c) reference letter
(d) order letter

5. Which one of the following is a policy of handling complaints

(a) Adjustment (b) Circular
(c) Collection (d) Sales

6. A letter intended to circulate the same message to many people is called _____

(a) complaint letter (b) circular letter
(c) settlement letter (d) adjustment letter

7. _____ is not a type of collection letter

(a) Reminder letter (b) Persuasive letter
(c) Sales letter (d) last resort letter



8. The main purpose of a sales letter is to promote
 (a) credit (b) goodwill
 (c) interest (d) sale
9. A bank has to correspond with _____
 (a) the customers (b) the head office
 (c) other banks (d) all the above
10. A documentary credit which cannot be cancelled or amended by the issuing bank without the agreement of the parties is called as _____ letter of credit.
 (a) irrevocable (b) revocable
 (c) adjustable (d) maintainable

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) What are the elements of communication?
 Or
 (b) Explain different types of modern communication devices.

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12. (a) What are the functions of a business letter?
 Or
 (b) What are the points to be remembered while executing an order?
13. (a) Explain the procedure to be followed while drafting a complaint letter.
 Or
 (b) What do you mean by a circular letter?
14. (a) Explain the stages involved in writing a collection letter.

Or

- (b) What are the functions of a sales letter?
15. (a) Describe the functions of a bank.
 Or
 (b) What are the sources of credit information?

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PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) What are the principles communication?

Or

- (b) Explain the barriers of communication.

17. (a) Discuss the structure to be followed while writing a letter.

Or

- (b) Describe the procedure for making status enquiry.

18. (a) What are the factors that a supplier should keep in mind while replying to a letter of complaint in which the customer is at fault?

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 for introduction of a new bike.

20. (a) Explain the general principles of banking letters.

Or

- (b) Draft a application letter with Bio-data.
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