

**VIVEKANANDHA COLLOEGE FOR WOMEN**  
**UNJANAI**  
**DEPARTMENT OF COMMERCE**  
**BUSINESS COMMUNICATION**  
**I B.Com (CA) First Semester**

**Time: 3 Hrs**

**Max: 75 Marks**

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**SECTION-A**

**Answer all the questions**

**(10x2=20)**

1. Define term Communication.
2. What are the principles of communication?
3. List out the situation in which letter of enquiry sent.
4. What do you meant by quotation?
5. Explain the causes for complaints.
6. Briefly Explain about Trade Enquiry.
7. Explain causes for complaints.
8. Define Agent.
9. Define the term Agenda.
10. Define Minutes.

**SECTION-B**

**(5x5=25)**

**Answer all the questions**

11. a) List out the elements of communication. (or)
- b) What are the qualities of a good business letter?
12. a) Briefly explain the kinds of offer. (or)
- b) Briefly explain the types of enquiry letter.
13. a) Write short notes on ? (a) Execution of an order. (or)
- b) What are the situation for writing a circular letter?
14. a) List out the kinds of agent. (or)
- b) Explain the elements of good banking correspondence.
15. a) What are Basic principles of insurance? (or)
- b) What are Kinds of company meeting?

**SECTION-C**

**(3x10=30)**

**Answer any three of the following questions**

- 16 List out the various objectives of communication.
- 17 Draft an order letter. Cheran Book house placed a order letter to prasanna publishers for Marketing book 50 nos and Business management book 5nos.
- 18 Write a complaint letter for goods delay? ABC ltd writes a letter to XYZ ltd Chennai.
- 19 Write a collection letter (first reminder). Bajaj Company writes a letter to Bharath Motors ltd.
- 20 What are the characteristics of a Good Report.?