

**Third Semester B.Com. Degree Examination,  
October/November 2019**

(CBCS Scheme)

**Commerce**

**BUSINESS COMMUNICATION**

Time : 1 ½ Hours]

[Max. Marks : 45

Instructions to Candidates : Answers should be written in English only.

**SECTION – A**

1. Answer any **FIVE** of the following. Each sub-question carries **2** marks :

(5 × 2 = 10)

- (a) Define communication.
- (b) What do you mean by verbal communication?
- (c) Mention any two essentials of business letter.
- (d) What is complimentary close?
- (e) What do you mean by order letter?
- (f) What is the need for status enquiries?
- (g) What is sales letter?



**SECTION – B**

Answer any **THREE** of the following. Each question carries **5** marks : (3 × 5 = 15)

2. Explain the communication process with diagram.
3. Discuss the essentials of good business letter.
4. Explain the importance for writing sales letter.
5. What is complaint letter? When a letter of complaint written?
6. Expand :
  - (a) NOMA
  - (b) PS.

**Q.P. Code – 53310**

**SECTION - C**

Answer any **TWO** of the following. Each question carries **10** marks :

**(2 × 10 = 20)**

7. Explain the different types of business letters.
8. Chenna Keshava Traders, No. 26, Barline Road, Madhugiri have received a letter from M/s Hospital and Company, Dwaraka Nagar, Kunigal Road, Tumkur reminding to settle a claim of Rs. 70,000 immediately. Draft a suitable letter.
9. Geeta Book House, Educational Publishers, have admitted Gopalakrishna as one of their partner. Draft a circular announcing the admission of the partner.

