

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS),
MELVISHARAM - 632 509.
SEMESTER EXAMINATIONS, NOVEMBER - 2018

B.COM., COMMERCE **SEMESTER I**
U18MCM102 – MODERN BUSINESS COMMUNICATION

Time: Three Hours

Maximum: 75 Marks

SECTION - A (10 X 2 = 20 Marks)

Answer **ALL** Questions.

1. What is downward communication?
2. Define the verbal communication.
3. Define a business letter.
4. What is meant by attention line?
5. What is a letter of enquiry?
6. Define complaint letter.
7. What is job application?
8. What is meant by Curriculum Vitae?
9. Define job interview.
10. What is a letter of interview?

SECTION - B (5 X 5 = 25 Marks)

Answer **ALL** Questions.

11. a) What are the elements of communication?
(Or)
- b) State the advantages of written communication.
12. a) What are the functions of a business letter?

(Or)

- b) Write short notes on: (i) Body of the letter (ii) Complimentary close.
13. a) Write an enquiry letter to a manufacturer of steel furniture for purchase of furniture to a college office.

(Or)

- b) Draw a letter placing order for TV Sets.
14. a) Write an application to a company for the post of customer care officer.
(Or)
- b) Write a resume as a commerce graduate which you may use for applying for the post of accounts assistant.
15. a) What are the different interview techniques?
(Or)
- b) State some general tips on the conduct of interviews.

SECTION - C (3 X10 = 30 Marks)

Answer **ANY THREE** Questions.

16. Explain the various barriers to communication.
17. Describe the essentials of a good business letter.
18. Write (i) First collection letter (ii) Second collection letter.
19. Draw an unsolicited application to a commercial organization for the post of a cashier. Enclose your bio-data to it.
20. Write a letter to a candidate inviting to attend interview for the post of assistant marketing manager in a company.
