

(6 pages)

Reg. No. :

Code No. : 21210 E Sub. Code : FEBF 1 A

B.Com. (CBCS) DEGREE EXAMINATION,
APRIL 2026.

First Semester

Banking and Finance

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. Communication mainly means
 - (a) Exchange of information
 - (b) Buying goods
 - (c) Writing books
 - (d) None
2. Effective communication helps in
 - (a) Better understanding
 - (b) Increasing tax
 - (c) Reducing salary
 - (d) None
3. Trade enquiry letter is used for
 - (a) Asking product details
 - (b) Paying salary
 - (c) Sending invitation
 - (d) None
4. Circular letter is sent to
 - (a) Many persons (b) One person
 - (c) Bank manager (d) None
5. Banking correspondence deals with
 - (a) Bank related letters
 - (b) School letters
 - (c) Medical letters
 - (d) None

6. Insurance correspondence relates to
(a) Insurance matters
(b) Education matters
(c) Agriculture matters
(d) None
7. Minutes of meeting record
(a) Meeting decisions (b) Personal stories
(c) Advertisements (d) None
8. Report writing presents
(a) Organized information
(b) Poems
(c) Personal diary
(d) None
9. Resume mainly shows
(a) Personal qualifications
(b) Travel plan
(c) Business profit
(d) None

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10. Public speech requires
(a) Clear communication
(b) Silent reading
(c) Private writing
(d) None

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain the importance of business communication.
Or
(b) Describe the barriers to communication.
12. (a) Explain the features of Trade Enquiry letter.
Or
(b) Outline the structure of Sales letter.
13. (a) Describe the different kinds of Fire insurance.
Or
(b) Explain the terms of Agency correspondence.

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14. (a) Explain the procedure for preparing of minutes of meeting.

Or

- (b) Describe the types of business reports.

15. (a) Explain the steps in preparing a resume.

Or

- (b) Describe the characteristics of a good speech.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Analyse the principles guiding effective business communication.

Or

- (b) Evaluate the modern communication methods.

17. (a) Examine the contents included in Circular letter.

Or

- (b) Write a collection letter to a customer for overdue payment.

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18. (a) Evaluate the elements of good banking correspondence in business.

Or

- (b) Analyse the different types of Insurance.

19. (a) Examine the classification of Secretarial Correspondence.

Or

- (b) Analyse the stages followed in preparing a business report.

20. (a) Evaluate the various types of interview.

Or

- (b) Analyse the techniques that improve public speaking effectiveness.

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