

(7 pages)

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FEBE 1 A**

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

First Semester

Commerce/Corporate Secretaryship Banking and
E-Commerce

Elective – BUSINESS COMMUNICATION

(For those who joined in July 2023 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. _____ is the primary purpose of business communication.
- (a) Entertainment
 - (b) Information exchange
 - (c) Persuasion
 - (d) All of the above

2. _____ is a barrier to effective communication.

- (a) Feedback
- (b) Language differences
- (c) Active listening
- (d) Clear message

3. A trade enquiry is typically made to _____.

- (a) Confirm an appointment
- (b) Obtain information about goods or services
- (c) Schedule a meeting with a supplier
- (d) Communicate with internal employees

4. _____ is most used to inform customers about changes in bank policies or services.

- (a) Offer letter (b) Complaint letter
- (c) Circular letter (d) Inquiry letter

5. _____ is the primary purpose of an agency agreement.

- (a) To outline the terms of a loan
- (b) To establish the legal relationship between an agent and a principal
- (c) To provide a financial statement of the agency
- (d) To advertise agency services

6. _____ is sent by an insurance company to inform a customer that their policy is about to expire.

- (a) Promotion letter
- (b) Claim settlement letter
- (c) Expiration notice
- (d) Follow-up letter

7. _____ is written by a secretary to confirm the receipt of goods or services from a supplier.

- (a) Quotation letter
- (b) Inquiry letter
- (c) Acknowledgment letter
- (d) Complaint letter

8. _____ is the first section of a formal report.

- (a) Conclusion
- (b) Executive Summary
- (c) Introduction
- (d) Recommendations

9. _____ is the main purpose of a job interview.

- (a) To evaluate the company's culture
- (b) To assess the candidate's qualifications and fit for the role
- (c) To negotiate salary and benefits
- (d) To provide company information to potential employees

10. _____ is the primary purpose of a cover letter.

- (a) To introduce yourself to the potential employer
- (b) To highlight your qualifications for the job
- (c) To express your interest in the position
- (d) All of the above

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 planning phase of a business letter.

Or

(b) State the barriers of communication.

12. (a) Difference between solicited and unsolicited trade enquiries.

Or

- (b) Draft a short trade enquiry email asking about the price and availability of specific products.

13. (a) Explain the terms of Agency correspondence.

Or

- (b) State the types of banking correspondence.

14. (a) Explain the duties of a Company Secretary.

Or

- (b) Write short notes on report writing.

15. (a) Enumerate the objectives of conducting interview.

Or

- (b) How digital profile can be created?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Define business communication and explain its objectives.

Or

- (b) Discuss various ways to overcome the barriers of business communication.

17. (a) Write a circular letter announcing the fact of opening a new branch of your firm in Chennai.

Or

- (b) Prepare a letter to a customer for reminding him about outstanding balance on your account.

18. (a) Draw a letter to the manager, Indian Bank, Trichy requesting him to overdraft facilities.

Or

- (b) Explain the different kinds of agency correspondence.

19. (a) Elaborate the steps involved in preparing report writing.

Or

- (b) Draft a letter of a business proposal.

20. (a) Discuss about various steps involved in conducting an interview.

Or

- (b) Prepare a job application letter along with resume.
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