

Reg.No.

S.No. 268

BATCH: 2016 & 2017

END OF SEMESTER EXAMINATIONS, APRIL / MAY - 2019
EXECUTIVE COMMUNICATION
SUBJECT CODE: 16UAPA08

MAJOR : B.COM (PA)
TIME : 3 HOURS

SEMESTER : III
MAX.MARKS: 75

SECTION - A (10 X 1 = 10)

Answer ALL Questions:

1. What is Communication?
2. Define E-Mail.
3. What is Business Correspondence?
4. What is a Quotation?
5. What is a Sales Letter?
6. What are the different types of Insurance?
7. Define Interview Letter.
8. What is 'Resume'?
9. What is meant by a Report?
10. What is an Agenda?

SECTION - B (5 X 4 = 20)

Answer any FIVE Questions:

11. Briefly describe the objectives of communication.
12. Briefly List out the Barriers to Communication.
13. State the types of Enquiry Letters.
14. Enumerate the points to be noted while writing an order letter.
15. What are the characteristics of circular letter?
16. What are the different types of Bank Correspondence?
17. What are the different types of Interview?
18. Explain the characteristics of a good report.

SECTION - C (3 X 15 = 45)

Answer any THREE Questions:

19. Describe the patterns and types of communication.
20. Enumerate the components of a Business Letter.
21. Draft a Letter for request from a customer to Open an Account
22. Application for the post of Junior Assistant in Reputed Concern.
23. Draft a specimen of a Minutes of a Meeting. (Supply the names, etc.)
