

**END OF SEMESTER EXAMINATIONS, NOVEMBER -2017**  
**EXECUTIVE COMMUNICATION**  
**SUBJECT CODE: 16UAPA08**

MAJOR: B.COM (P A)

SEMESTER : III

TIME : 3 HOURS

MAX. MARKS: 75

**SECTION – A (10 X 1 = 10)**

**Answer ALL the Questions:**

1. Define Communication.
2. What is an Internet?
3. What is Business Letter?
4. What do you mean by Status Enquiries?
5. Define Circular Letter.
6. What is Sales Letter?
7. What is Job Application?
8. Define Resume.
9. What is Reports?
10. What is an Effective Report?

**SECTION – B (5 X 4 = 20)**

**Answer any FIVE Questions:**

11. Describe the Objectives of Communication.
12. Describe the Functions of Business letter.
13. Describe the Objectives of Circular Letter.
14. Write short notes on Interview.
15. Describe about Reports.
16. Write short notes on E-mail.
17. Describe about Complaints.
18. Write short notes on Sales Letter.

**SECTION – C (3 X 15 = 45)**

**Answer any THREE Questions:**

19. Explain the Barriers of Communication in Detail.
20. Discuss the structure of Business Letter.
21. Write a circular letter to the customers announcing the opening of new garment shop in Gobichettipalayam Town.
22. Prepare a Specimen Resume for a Professional Job.
23. Explain the Types of Company Meetings in Detail.

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