

DIPLOMA EXAMINATION IN ENGINEERING/TECHNOLOGY/  
MANAGEMENT/COMMERCIAL PRACTICE — APRIL, 2018

**BUSINESS COMMUNICATION**

[Time : 3 hours

(Maximum marks : 100)

PART — A

(Maximum marks : 10)

Marks

I Answer *all* questions in one or two sentences. Each question carries 2 marks.

1. Define Communication.
2. Recall the meaning of Commercial Correspondence.
3. State the meaning of Trade Circular Letters.
4. Understand Proceedings.
5. State the meaning of Blog.

(5×2 = 10)

PART — B

(Maximum marks : 30)

II Answer any *five* of the following questions. Each question carries 6 marks.

1. Detail the Objectives of Communication.
2. Discuss the importance of commercial correspondence.
3. Describe the Series of Collection letters.
4. Differentiate between Official Correspondence and Business Correspondence.
5. Explain the steps for creating successful E mail message.
6. Construct a letter Placing Order.
7. Summarise the meaning and importance of circular letters.

(5×6 = 30)

## PART — C

(Maximum marks : 60)

(Answer *one* full question from each unit. Each full question carries 15 marks.)

## UNIT — I

III Describe the important barriers of Communication. 15

OR

IV (a) Summarise the characteristics of effective communication. 8

(b) Describe the Listening Process. 7

## UNIT — II

V (a) Prepare a Complaint Letter. 7

(b) Explain the essentials of a good business letter. 8

OR

VI Write short notes on the following letters.

(i) Quotations (ii) Letter of Offer (iii) Order Letter

(iv) Cancellation Letter (v) Adjustment Letter 15

## UNIT — III

VII (a) Discuss features of Collection Letters. 8

(b) Draft a letter for appointing an Agency. 7

OR

VIII (a) Prepare a Collection Letter for Coercion / Warning stage. 7

(b) Discuss the circumstances that require writing of Circular Letter. 8

## UNIT — IV

IX (a) Draft letters to bank for opening current account. 7

(b) Write short note on Assignment of Policy and Surrendering the Policy. 8

OR

X (a) Detail the basic essentials for drafting U.O. Note. 8

(b) Draft a letter seeking insurance policy. 7