

TED (15) – 6251

(REVISION — 2015)

Reg. No.....

Signature

**DIPLOMA EXAMINATION IN ENGINEERING/TECHNOLOGY/
MANAGEMENT/COMMERCIAL PRACTICE — APRIL, 2019**

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 Interpersonal Skill.
2. State the meaning of Adjustments Letters.
3. Recall the meaning of Collection Letter.
4. Define Life Insurance.
5. Write the meaning of Instant Message.

(5×2 = 10)

PART — B

(Maximum marks : 30)

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

1. List out various types of Listening.
2. Explain the essentials of good business letter.
3. Describe three situations where agency letters are drafted.
4. Detail Letters of Credit.
5. Describe the steps for creating an effective blog.
6. Prepare a letter of Trade Reference.
7. Discuss various circumstances where customers performing Bank Correspondence.

(5×6 = 30)

PART — C

(Maximum marks : 60)

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

UNIT — I

- III (a) Describe important ways to improve Non Verbal Communication. 7
 (b) Explain the 8 phases of Communication Process. 8

OR

- IV (a) Elaborate on Business Communication Skills. 7
 (b) Describe the types of Communication. 8

UNIT — II

- V Describe various parts of a Business Letter. 15

OR

- VI (a) Prepare a Quotation Letter. 8
 (b) Detail the Contents of an Order Letter. 7

UNIT — III

- VII (a) Detail the meaning and importance of circular letters. 8
 (b) Draft a Reminder Collection Letter. 7

OR

- VIII (a) Draft a circular letter relating to shifting of office to new premises. 7
 (b) Explain the Series of Collection letters. 8

UNIT — IV

- IX (a) Draft a letter for surrendering an Insurance Policy. 8
 (b) Discuss the basic essentials for drafting D.O. Letters. 7

OR

- X (a) Differentiate between Official Correspondence and Business Correspondence. 8
 (b) Prepare a letter to bank requesting Overdraft facility. 7