

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

SECOND SEMESTER – APRIL 2010

CO 2106 / 2103 - BUSINESS CORRESPONDENCE

Date & Time: 22/04/2010 / 1:00 - 4:00 Dept. No.

Max. : 100 Marks

SECTION A

ANSWER ALL QUESTIONS

(10×2=20)

1. Define Communication.
2. What are the steps involved in the act of 'Persuasion'?
3. List out the merits and demerits of face-to-face communication.
4. What do you mean by 'Consensus'?
5. Differentiate solicited enquiry from unsolicited enquiry.
6. Enlist the objectives of circular letters.
7. What do you mean by 'Reference' in Interview Letter?
8. Draft a specimen for "May Day Greetings".
9. Write down any four hints on the writing of minutes.
10. Briefly explain the term 'Salutation'.

SECTION B

ANSWER ANY FIVE QUESTIONS

(5×8=40)

11. What is upward communication? Bring out its importance and demerits.
12. How do you classify orders? Briefly explain its features.
13. Draft a representation to the Loyola College Management, on behalf of Ist year students asking for 'Summer Sports Camp'.
14. As an importer, draft a letter requesting the clearing agent to arrange the clearance of cargo.
15. Briefly explain the guidelines to write an effective collection letter.
16. Draft an Application Letter for the post of 'Part-time Accountant' in an audit firm.
17. What are the Socio-Psychological Barriers of Communication?
18. Draft a speech proposing a vote of thanks at the end of a seminar organised by B.Com (Corp) students.

SECTION C

ANSWER ANY TWO QUESTIONS

(2×20=40)

19. Discuss the features of a good report. You are required to draft a report on the new promotion policy of your company based on merit-cum-seniority basis.
20. Explain the merits and demerits of forming committees.
21. What are the points to be considered while writing a testimonial? Draft a testimonial by the Loyola College Principal to be given to a final year student.
