

(6 pages)

Reg. No. :

**Code No. : 22740 E Sub. Code : JMBA 11/
SMBA 11**

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2018.

First Semester

Business Administration — Main

COMMERCIAL CORRESPONDENCE

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Communication is a process which involves

- (a) exchange of ideas
- (b) exchange of facts
- (c) exchange of opinions or emotions
- (d) all the above

2. The sender's ideas should be accurately replicated in the receiver's mind. In the statement the word 'replicated' means _____
- (a) reduced (b) rearranged
(c) realigned (d) reproduced
3. Business letters are _____
- (a) personal (b) non-personal
(c) both (a) and (b) (d) none of these
4. _____ is the acceptance of the offer by the buyers.
- (a) Quotations (b) Orders
(c) Both (a) and (b) (d) None of these
5. When a false complaint is put by a customer, then the best option is _____
- (a) gradually make him look at the situation on your angle
(b) react violently
(c) keep quiet without explaining
(d) none of these
6. _____ letter communicates a same message to a large number of customers and suppliers.
- (a) complaint (b) collection
(c) circular (d) adjustment

7. A statement of account send to the customer does not make any _____
- (a) value of his purchase
 - (b) request of payment
 - (c) both (a) and (b)
 - (d) none of these
8. Which of the following must a sales letter have to do with customer?
- (a) Educate
 - (b) Persuade
 - (c) Convince
 - (d) All the above
9. Which one of the following is related to correspondence with other banks?
- (a) status enquiries
 - (b) letters of credit
 - (c) acceptance of bills
 - (d) all the above
10. _____ is an information given by a bank about its customers to any other bank.
- (a) Credit worthiness report
 - (b) Customer information report
 - (c) KYC
 - (d) None of these

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the elements of communication?

Or

- (b) Briefly explain the physical barriers to communication.

12. (a) What are the functions of a business letter?

Or

- (b) Write a letter of Enquiry.

13. (a) What factors should the supplier keep in mind while replying to a letter of complaint in which the customer is at fault?

Or

- (b) List out the objectives and purposes of writing circular letters.

14. (a) Discuss the various stages of a collection letter.

Or

- (b) What are the advantages of sales letters?

15. (a) Draft a suitable reply regretting your inability to grant the loan applied by a customer.

Or

- (b) Prepare a Resume for applying to a Manager post.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 600 words.

16. (a) Explain the need and importance of business communication.

Or

- (b) Suggest some measures to overcome the barriers to communication.

17. (a) Describe the physical structure of a business letter.

Or

- (b) What is an order form? What are the details included in an order form?

18. (a) Explain the different types of adjustment letters.

Or

- (b) Draft a circular letter announcing the conversion of a partnership firm into a limited company.

19. (a) 'The function of a collection letter is not merely to collect dues, but to collect them painlessly'. Discuss.

Or

- (b) Draft a sales letter to promote the sales of some new books.
20. (a) Explain the functions of a bank.

Or

- (b) Write a letter requesting your bank to stop payment of a cheque.
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