

**DIPLOMA EXAMINATION IN ENGINEERING/TECHNOLOGY/MANAGEMENT/
COMMERCIAL PRACTICE, NOVEMBER – 2023**

BUSINESS COMMUNICATION

[Maximum Marks : 100]

[Time : 3 hours]

PART – A
(Maximum Marks : 10)

Marks

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

1. Define the term Non-verbal communication.
2. State the meaning of the term ‘instant message’.
3. List any two types of official letters.
4. Point out any two importance of circular letter.
5. Write a note on letter of trade reference.

(5x2=10)

PART – B
(Maximum Marks : 30)

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

1. Describe E-mail and steps for creating E-mail.
2. List out the essentials of a good business letter.
3. Describe different kinds of circular letters.
4. State the meaning of the following:
 - a. Proceedings
 - b. Government Order
5. Draft a letter to the bank manager for granting a loan to purchase a car.
6. Differentiate between Demi-official letter and Official letter.
7. Draft an enquiry letter of price list and terms to M/s Nikethan Textiles, Thrissur.

(5x6=30)

PART – C

(Maximum Marks : 60)

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

UNIT – I

III. Explain overcoming barriers to effective listening. (15)

OR

IV. Describe eight phases of communication process. (15)

UNIT – II

V. Describe the parts of Business Letter. (15)

OR

VI. Draft a complaint letter to M/s Ram & Co. Kochi regarding delivery of defective goods. (15)

UNIT –III

VII. Explain various collection tools used by business organizations. (15)

OR

VIII. Draft a letter announcing the retirement of a partner. (15)

UNIT – IV

IX. Draft a letter to the Manager, LIC Trivandrum for surrendering a policy. (15)

OR

X. Differentiate between Official Correspondence and Business Correspondence. (15)
