

562P

**DIPLOMA EXAMINATION IN ENGINEERING/TECHNOLOGY/  
MANAGEMENT/COMMERCIAL PRACTICE, OCTOBER/NOVEMBER -2018**

**BUSINESS COMMUNICATION**

[Maximum Marks: 100]

[Time: 3 Hours]

**PART-A**

[Maximum Marks: 10]

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

- I. 1. State the meaning of the term 'blog'.  
2. What is complimentary close?  
3. State the meaning of the term by circular letter?  
4. What is UO Note?  
5. State the meaning of life insurance. (5x 2 = 10)

**PART-B**

[Maximum Marks: 30]

(Answer any *Five* of the following questions. Each question carries 6 marks)

- II. 1. Listout business communication skills.  
2. State the qualities of a good business letter.  
3. What are the points to be taken into consideration while writing status enquiry letters.  
4. Listout the points to be included in a circular letter while admitting a new partner into a firm.  
5. Draft a letter on behalf of M/s.Arun & Co., K.P.Road, Alappuzha to M/s.Rajesh & Co., Cochin asking for the payment of dues. They also send a statement of accounts to them.  
6. Describe letters of credit.  
7. Differentiate between official correspondence and business correspondence.

(5x 6 = 30)

**PART-C**

[Maximum Marks: 60]

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

**MODULE-I**

- III. 1. Listout the types of listening 8  
2. Listout the important barriers of communication 7

OR

- IV. Describe the types of communication. 15

**MODULE-II**

- V. 1. Outline the parts of a business letter 10  
2. Write note on trade reference letter. 5

OR

- VI. Write a suitable reply to M/s.Divan Enterprises, SM Street, Calicut  
Regarding the final status of a friend who has strong business  
relations in you locality. 15

**MODULE-III**

- VII. Write a letter for a manufacturing company informing a selling agent  
of the decision to cancel the agency. 15

OR

- VIII. Draft a circular letter announcing the retirement of the senior partner  
from your firm and the admission of a new partner in his place. 15

**MODULE- IV**

- IX. Draft a letter to the Branch Manager, SBI, Cochin-11, requesting to  
sanction a loan to purchase a car. 15

OR

- X. Draft a letter on behalf of Sunil, SS Villa, College Road, Kottayam-1 to  
the Manager, LIC of India, Kottayam requesting to surrender his policy. 15

CP  
Nov-2018