

: 2 :

12. b) Write a specimen of sales letter.
13. a) Explain the import and export correspondence.
(or)
13. b) Draft a resume to the neat professional format.
14. a) Explain the functions of a report.
(or)
14. b) Draft a specimen of agenda of a company meetings.
15. a) State the principles of oral communication.
(or)
15. b) Define the training presentation.

Part – C

5x12=60

Answer All the Questions

Answer should not exceed 800 words or four pages

16. a) Explain the barriers of communication.
(or)
16. b) Discuss the verbal media of communication.
17. a) Enumerate the layout of business letters.
(or)
17. b) Write a letter on enquiry and reply.
18. a) Write a letter on insurance related communication.
(or)
18. b) Write a letter on to applying the post of sales executive.
19. a) Explain the types of business report.
(or)
19. b) What are the principles governing the preparation of report.
20. a) What are the factors affecting the presentation.
(or)
20. b) Briefly discuss the commerce and industry sectors.
