



# THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (2<sup>nd</sup> Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

## Backlog Arrear Examination, March 2021

COM/CME/CMC/CIT 1433/COM/CME 1423/ CIT 1405  
COM 2526/ECE/CIT 1405

**Business Communication**  
**Business Correspondence**

**Maximum: 75 marks**  
**Duration: 3 hours**

**Answer any FIVE of the following**

**(5X15=75)**

1. Elaborate the importance of effective communication in business.
2. Explain the barriers to effective communication.
3. Draft a sales letter to promote the sales of the newly launched Xiaomi television set.
4. Write a request letter to HDFC bank for opening a current account.
5. Draft an application for the post of the sales manager in Tanishq Jewellery Store with an impressive resume.
6. Discuss the characteristics of a good speech.
7. What are the features of a good report?

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