



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

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

Backlog Arrear Examination, March 2021

CIT 3230

Commercial Correspondence

Max .Marks: 60

Answer any FOUR of the following:

(4 x 15 =60)

1. Explain the merits and demerits of Oral communication.
2. Discuss the Semantic barriers of communication.
3. Bring out the guidelines for drafting a complaint letter.
4. Draft a Circular letter announcing the opening of a new bank.
5. Explain the functions of a sales letter.
6. Place an order for certain goods which you reserve the right to reject if delivered after more than 5 days of the date of order. State that they are to be sent by parcel post.