

B. Com Sem -5

Paper No: 29

Oct- Nov-2016

Code: 3370

BUSINESS COMMUNICATION-III

Time : 2:30 hours

Marks : 70

1.(a) *What are the Functions and elements of good Banking?* 04

OR

1. (a) *Enumerate the various types of Banks.* 04

1. (b) Write a letter on any one of the following: 10

i) *Customer requesting the Bank manager to issue duplicate key of his bank locker lost in transit.*

ii) *Customer inquiry to the bank manager for housing loan.*

2. (a) *Define Life Insurance and write in brief the basic principles of insurance.* 04

OR

2. (a) *List the various types of life insurance policies.* 04

2. (b) *Write a letter on behalf of a policy holder to the branch manager of LIC inquiring about the surrender value of his policy.* 10

OR

2. (b) *Write a letter on behalf of the branch manager guiding the nominee regarding the procedure against death claim.* 10

3. *As a wholesaler of electronic equipments, write a shipping advice to one of your clients in UK giving all details about goods, invoice and other relevant information.* 14

OR

3. *Draft a letter on behalf of M/s Athinica Stores, Bangalore to Stanford Trading Co., New York, thanking them for placing a large order of Indian handicrafts. Draft a suitable letter informing them about the detail of order execution and dispatch instructions and ask them for an irrevocable letter of credit.* 14
4. Write circular letters from below: (Any Two): 14
- i) *Opening of a New branch.*
 - ii) *Shifting of Premises*
 - iii) *Retirement of a partner*
5. Write Agency related letters from below : (Any Two): 14
- i) *Principal's reminder to the dealer to boost up sales in his territory.*
 - ii) *Termination of an agency*
 - iii) *Agent applying for an agency.*
