

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION DECEMBER 2018
(Fourth Semester)

Branch - **COMMERCE (BANKING & INSURANCE)**

BUSINESS COMMUNICATION

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 Define Communication.
- 2 What is meant by “Enclosures”?
- 3 Define Oral Communication.
- 4 What is meant by “Group Discussion”?
- 5 Define Resolution.
- 6 Write a short note on “Letters of Enquiry”.
- 7 What is “E-mail”?
- 8 Define DBMS.
- 9 Explain Project Report.
- 10 What is mean by Bank Correspondence?

SECTION - B (25 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a What are the characteristics of good communication system?
OR
b Explain the importance of Business communication.
- 12 a Explain the functions of a Business Letter.
OR
b Give the difference between Oral and Written communication.
- 13 a What are the contents of a Business Report?
OR
b Write notes on “Agenda”.
- 14 a You are a Managing Partner of a firm dealing in Mobile Phones in Bangalore. Draft a reply to an enquirer from Chennai by providing quotation for a wide range of Mobile Phones dealt by you.
OR
b You have received an order for 250 metres of curtain Fabric. As the cloth is not in stock, write a letter to the customer requesting him to allow more time for the execution of the order.
- 15 a Discuss the various uses of internet for Business purpose.
OR
b Write note on Video Conferencing.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 What are the barriers of effective Business Communication?
- 17 What are the merits of Written Communication?
- 18 Explain “Office Orders” in detail.
- 19 Draft a sales letter to promote the sale of New “Two Wheeler” introduced