

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)  
BCom DEGREE EXAMINATION MAY 2017  
(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 What is feedback in communication?
- 2 Points out any two objectives communication.
- 3 What do you understand by non-verbal communication?
- 4 State the meaning of Business letter.
- 5 What do you mean by Memo?
- 6 Give the meaning of Resolution.
- 7 Define the term "Quotation".
- 8 What do you mean by Adjustment Letter?
- 9 list any two merits of on-line enquiry.
- 10 Give meaning of the term pager.

SECTION - B (25 Marks)

Answer ALL Questions

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

- 11 a Explain the importance of communication.  
OR  
b What the characteristics of a good communication?
- 12 a What the essential requisites of a Good Business letter?  
OR  
b Explain the various methods of conducting interviews.
- 13 a What are the guidelines should follow to draft a Minutes?  
OR  
b Explain the various types proposal.
- 14 a As the bank manager of a bank, draft letter in reply to a customer's letter in which the customer had complained about the item 'bank charges' appearing in his pass book at the end of last half year.  
OR  
b Write a letter to your insurer notifying them of a small fire at your business premises. Ask them to arrange for an early inspection to enable you to put things right as soon as possible.
- 15 a What are the advantages of Fax?  
OR  
b Explain the merits of teleconferencing.

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Discuss various types of communication system state the problems in communication.
- 17 Explain the function, of business letter state the merits of written communication.
- 18 Explain the structure and styles of a Business report.
- 19 Draft a sales Letter for a pen.
- 20 Define DBMS. Discuss its characteristics and advantages.