

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION DECEMBER 2017
(Fourth Semester)

Branch- **COMMERCE / BANKING AND 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 do you understand by verbal communication?
- 2 Give the meaning of encoding and decoding.
- 3 What do you mean by oral communication?
- 4 List any to tips for the art public speaking.
- 5 State the meaning office order.
- 6 What do you mean by Agenda?
- 7 Write shot note on Complaints.
- 8 What mean by enquiry?
- 9 Write short note on Pager.
- 10 What do you mean by Voice mail?

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a Explain the importance of effective communication system.
OR
b Explain the components communication process.
- 12 a What are the essential elements of group discussion.
OR
b State the various forms of non-verbal communication.
- 13 a What are the guidelines should follow to draft a circular.
OR
b Explain the basics of writing a proposal.
- 14 a What are guidelines should follow to write a adjustment letter?.
OR
b Write to an Insurance company about its scheme for animal insurance and their norms for making good the in the case of epidemic.
- 15 a What are the advantages of video conferencing?
OR
b Explain the concept of distributed data processing.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Discuss the various barriers of communication.
- 17 Describe the structure of Business letter.
- 18 Define Minutes. Discus the various points to be consider before writing minute.
- 19 What is sales letter? Explain guidelines for drafting sales letter.
- 20 Discuss the various functional process of e-mail.