

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

RCom DEGREE EXAMINATION DECEMBER 2017
(Third Semester)

Branch COMMERCE (PROFESSIONAL ACCOUNTING)

BUSINESS COMMUNICATION AND BUSINESS ETHICS

Time : Three Hours

Maximum : 60 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 2 = 10)

Write short notes:

- 1 Define communication.
- 2 What do you mean by group?
- 3 How is a memorandum different from a letter?
- 4 What is CSR?
- 5 What is E-Waste?

SECTION -B (20 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 4 = 20)

- 6 a What are the merits of oral communication?
OR
b Explain the importance of upward communication.
- 7 a Briefly explain the negotiation tactics.
OR
b Explain the characteristics of a group.
- 8 a Explain the importance of ethical communication.
OR
b What are the various types of report.
- 9 a What are the importance of ethics in business?
OR
b Write a short note on corporate governance.
- 10 a What is the role of corporations in environmental preservation?
OR
b Explain the methods of conserving natural resource.

PART-C (30 Marks)

Answer any THREE questions

ALL questions carry EQUAL Marks (3 x 10 = 30)

- 11 Discuss the layout of a business letter.
- 12 Discuss the seven - step negotiation process.
- 13 Explain the essential factors to be considered in drafting a report..
- 14 Discuss the various issues in corporate governance.
- 15 What are the roles stakeholders who are expected to play in ensuring