

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BVoc DEGREE EXAMINATION MAY 2023
(Fifth Semester)**

Branch – BANKING, STOCK AND INSURANCE

BUSINESS COMMUNICATION

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

1. Which of the following is a quick and clear method of communication
 (i) e-mail (ii) notices/posters
 (iii) face-to-face informal communication (iv) business meetings
2. Communication starts with:
 (i) Encoding (ii) Sender (iii) Channel (iv) Feedback
3. The number of key elements in the communication process is:
 (i) Five (ii) Six (iii) Seven (iv) Four
4. The two broad areas of communication are:
 (i) Oral and written communication
 (ii) Verbal and written communication
 (iii) Verbal and non-verbal communication
 (iv) Oral and non-verbal communication
5. Which of the following combination is /are example/s of written communication?
 (i) Letters and voicemail (ii) Reports and email
 (iii) Circulars and voicemail (iv) All the above
6. Orders and directives are the examples of:
 (i) Downward communication (ii) Upward communication
 (iii) Diagonal communication (iv) Horizontal communication
7. Receiving a sales order is an example of:
 (i) Vertical communication (ii) Horizontal communication
 (iii) Internal communication (iv) External communication
8. The term “communis” derived from ___ word.
 (i) Greek (ii) Latin (iii) Chinese (iv) English
9. Audio Visual communication combines
 (i) Auditory only (ii) Written
 (iii) Visual only (iv) Both auditory & visual
10. Communication problems otherwise known as
 (i) Enquire (ii) Barriers (iii) Encoding (iv) Decoding

Cont....

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(5 x 7 = 35)

- 11 a Enumerate the Importance of Communication.
OR
b Discuss the objectives of Communication.
- 12 a Explain the format of Business Letter.
OR
b Examine the need and function of Business letter.
- 13 a Discuss the points related to Memo.
OR
b Explain the contents of circular.
- 14 a Discuss the importance of enquiries and its methods.
OR
b Explain the contents of Quotation.
- 15 a Discuss the Mode of Conferencing.
OR
b Explain the contents of Email.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks

(3 x 10 = 30)

- 16 Enumerate the characteristics of Good Communication system
- 17 Explain the steps involved in interview process
- 18 Enumerate the steps involved in report writing
- 19 Discuss the letter correspondence with Bank and Insurance
- 20 Explain the etiquette followed in telephonic conversation.

Z-Z-Z

END