

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2023
(Fourth Semester)

Branch – COMMERCE (ACCOUNTING AND FINANCE)

ESSENTIALS OF BUSINESS COMMUNICATION

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Communication starts with _____.
(i) Encoding (ii) Sender
(iii) Channel (iv) Feedback
2. Listening, reading, speaking and writing are all types of _____.
(i) Communication skills (ii) Emotional barriers
(iii) Evaluation techniques (iv) Nonverbal communication
3. List of items to be discussed and decided in a meeting is called as _____.
(i) Resolution (ii) Minutes
(iii) Invoice (iv) Agenda
4. Which of these are the most common type of business letters?
(i) Letters of application (ii) Letters of enquiry
(iii) Letters of order (iv) Letters of adjustment
5. On the _____ it is possible to get immediate feedback.
(i) Letter (ii) Telephone
(iii) E-mail (iv) Fax

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a What are the objectives of communication? Explain.
OR
b Explain the layout of business letter.
- 7 a State the essentials of effective business letter.
OR
b Describe the functions of business letter.
- 8 a Discuss the characteristics of report writing.
OR
b What are the steps in planning report? Explain.
- 9 a What are the terms used in offers and quotation letter? Explain.
OR
b What are the functions of sales letter? Explain.
- 10 a What are the components of communication? Explain.
OR
b Discuss the features of e-mail message.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Elaborate the principles of business communication.
OR
b Narrate the barriers of communication.
- 12 a Deliberate the types of business letter.
OR
b Enumerate the forms of communication.
- 13 a Elaborate the types of report.
OR
b State the preparing a report writing.
- 14 a Request for information regarding the availability and cost of products.
OR
b Draft a letter to a bank manager asking for the credit worthiness of your proposed customer.
- 15 a Discuss the various methods of visual communication.
OR
b Narrate the features of Fax.

Z-Z-Z

END