

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BVoc DEGREE EXAMINATION DECEMBER 2023
(Fifth Semester)

Branch – BANKING, STOCK & INSURANCE

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. 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
3. The official record of the proceedings of the meeting is called as
 - (i) Minutes
 - (ii) Circulars
 - (iii) Notices
 - (iv) Agendas
4. Which of the following are advantages of News Letters?
 - (i) Creating awareness about organization's products
 - (ii) Act as a marketing tool
 - (iii) Help to get in touch with customers
 - (iv) All of the above
5. Examples of oral communication
 - (i) Letter
 - (ii) E-mail
 - (iii) Telephone
 - (iv) Fax

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a. Explain the objectives Communication.
OR
b. What are the barriers to effective communication?
7. a. Mention the features of circular letter.
OR
b. Draft an application for the post of Financial Manager of a Public Limited company?
8. a. Explain with examples, the different styles of Report.
OR
b. Write about devices used for Internal and External communication.
9. a. What are the various types of Business Letter?
OR
b. Explain the Layout of a Good Business Letter.
10. a. What are the Advantages of Direct-Mail Advertising?
OR
b. Write short notes on:
 - (i) Minutes
 - (ii) Voice Mail

Cont...

SECTION -C (30 Marks)
Answer **ALL** questions
ALL questions carry **EQUAL** Marks (5 x 6 = 30)

11. a. Examine the various types Business communication.
OR
b. Discuss the Process Communication and its characteristics of good communication.
12. a. Explain the business letter and its functions.
OR
b. State the circumstances of using strong appeals in business letters.
13. a. What is circular? Discuss the purpose and important of circular letter.
OR
b. Elucidate the Elements of a Report.
14. a. Describe the role of computers in business correspondence.
OR
b. Write a letter to the banker to stop payment for a cheque.
15. a. What is e-mail and FAX? State its uses.
OR
b. Explain the changes brought about in the field of Communication by Information Technology.

Z-Z-Z END