

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

**BBA DEGREE EXAMINATION DECEMBER 2023**  
(Third Semester)

Branch - **BUSINESS ADMINISTRATION (LOGISTICS)**

**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 Grapevine communication is associated with ----- communication  
(i) Formal (ii) Informal  
(iii) Horizontal (iv) Vertical
- 2 Communication problems otherwise known as -----  
(i) Enquire (ii) Encoding  
(iii) Barriers (iv) Decoding
- 3 A circular is a form of -----  
(i) Oral communication (ii) Face to face communication  
(iii) visual communication (iv) Group communication
- 4 List of items to be discussed and decided in a meeting is called as -----  
(i) Agenda (ii) Resolution  
(iii) Minutes (iv) Invoice
- 5 Which of these qualities are important in a group discussion?  
(i) Emotion stability (ii) Hostility  
(iii) Ignorance (iv) Aggressiveness

**SECTION - B (15 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks

(5 x 3 = 15)

- 6 (a) Bring out the meaning of Business Communication  
OR  
(b) List out the 7 C's of communication.
- 7 (a) Write short note on creative writing.  
OR  
(b) What is listening in business communication?
- 8 (a) Give the meaning of business letter.  
OR  
(b) What are the structures of an e-mail?

Cont...



- 9 (a) What you mean by business communication environment?  
OR  
(b) Explain the importance of Agenda in business.
- 10 (a) Write short note on oral business presentation  
OR  
(b) How do you write a resume?

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 (a) Discuss the process of business communication.  
OR  
(b) Explain the principles of business communication.
- 12 (a) Analyze the barriers of communication.  
OR  
(b) Examine the benefits of active listening.
- 13 (a) Describe the layout of business letters.  
OR  
(b) Draft a letter for enquiring about watches to HMT watches, Bangalore.
- 14 (a) Enumerate the various types of business meetings.  
OR  
(b) Examine the characteristics of corporate communication.
- 15 (a) Write the application letter for the post of Accountant for the AMK Printing Press, Sivakasi.  
OR  
(b) How do you write a business report proposal?

Z-Z-Z

END