

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2023  
(Third Semester)

Branch – COMMERCE (RETAIL MARKETING)

EXECUTIVE 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 is the task of imparting \_\_\_\_\_.  
(i) Training (ii) Information  
(iii) Knowledge (iv) Message
2. The first goal in writing a business letter is to get the recipients \_\_\_\_\_.  
(i) Address (ii) Attention  
(iii) Services (iv) Trade
3. Minutes of a meeting are usually prepared by \_\_\_\_\_.  
(i) Secretary (ii) Chairman  
(iii) Shareholder (iv) Laymen
4. In circular letters personal interest is created by using the word \_\_\_\_\_.  
(i) You (ii) Our customers  
(iii) Dear customers (iv) Everybody
5. What kind of information should be included in a resume?  
(i) Work experience (ii) Affiliation and membership  
(iii) Education (iv) Letter of recommendation

SECTION - B (15 MARKS)

Answer ALL Questions  
ALL questions carry EQUAL Marks

(5 x 3 = 15)

6. a) Write the importance of communication.  
(OR)  
b) What are the barriers to be affect by a good communication?
7. a) What do you mean by non verbal communication?  
(OR)  
b) What are the functions of a business letter?
8. a) Write short notes on circulars.  
(OR)  
b) Explain the differences between agenda and minutes.
9. a) Draft an enquiry letter to need of marketing books.  
(OR)  
b) Draft a letter to Banker regarding opening of current accounts for ABC & Co.
10. a) State the importance of video conferencing.  
(OR)  
b) Explain the advantages of an E-mail.

SECTION -C (30 MARKS)

Answer ANY THREE questions  
ALL questions carry EQUAL Marks

(3 x 10 = 30)

11. Describe the process of communication.
12. Explain the structure of a business letter.
13. Summarize the importance of report writing.
14. Prepare a complaint letter to the delivery of defective books.
15. Draft a resume for the post of accountant to a company with an application.