

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2023
(Third Semester)

Common to Branches – COMMERCE (A&F) / COMMERCE (FS)/ COMMERCE (B&I)

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. _____ is the permanent records for business.
a) Ledgers
b) Business letter
c) Production reports
d) All of the above
2. Communication problems otherwise known as
a) Enquire
b) Barriers
c) Encoding
d) Becoding
3. _____ increases the likelihood of getting candidates with initiative and foresight.
a) Solicited application
b) Resume
c) Unsolicited job application letter
d) Recommendation letter.
4. Orders and directives are the example of:
a) Downward communication
b) Upward communication
c) Diagonal communication
d) Horizontal communication
5. The study of communication through touch is _____.
a) Chronemics
b) Haptics
c) Proxemics
d) Semantics

SECTION – B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

6. (a) List down any three objectives of Communication.
OR
(b) Classify the process of Communication.
7. (a) Write a note on Verbal Communication.
OR
(b) Point out the types of Business Letter
8. (a) Interpret the various styles of report writing.
OR
(b) What is meant by Office orders?
9. (a) Narrate the meaning of Enquiries and its uses.
OR
(b) Illustrate the situation for contacting enquiries in organization.
10. (a) Give the things to remember while writing professional e-mail to the manager in higher levels.
OR
(b) Briefly talk about Communication technology in business.

SECTION – C (30 Marks)

Answer any Three questions

ALL questions carry EQUAL Marks (3 x 10 = 30)

11. What is communication? Describe its essentials of Business Communication.
12. Describe the needs and functions of a business letter.
13. Contrast between the solicited and unsolicited messages.
14. State the salient features of a circular letter.
15. Explain the four types of Telephone Calls.

Z-Z-Z END