

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2024
(Fourth 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 The main objective of communication is _____
(i) Information and persuasion (ii) Skill and personality development
(iii) Control and management (iv) Need
- 2 Examples of oral communication _____
(i) Letter (ii) E-mail
(iii) Telephone (iv) Fax
- 3 The most important part of the letter is _____
(i) The heading (ii) Date
(iii) Body of the letter (iv) Post script
- 4 List of items of business to be considered at a meeting is called as _____
(i) Agenda (ii) Dividend
(iii) Prospectus (iv) Reports
- 5 An informal report is usually in the form of a communication.
(i) Person to person (ii) Many to one
(iii) One to many (iv) Company to company

SECTION - B (15 Marks)

Answer **ALL** Questions

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

- 6 a List out the 7'Cs of Communication.
OR
b What are the basic forms of communication in community participation?
- 7 a Define business enquiries through letter communication
OR
b Mention the essential qualities of a good speaker.
- 8 a List the characteristics of good commercial writing.
OR
b Bring out the process of writing E-mails
- 9 a Explain the importance of Agenda in business.
OR
b What do you mean by business communication environment?

Cont...

- 10 a How to prepare a good resume?

OR

- b Write short on oral business presentation.

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks (5 x 6 = 30)

- 11 a Examine the Characteristics of effective organisational communication

OR

- b Enumerate the principles of business communication

- 12 a Draft a letter for Business enquiry?

OR

- b Identify the barriers to listening.

- 13 a Categorize the types of business letters.

OR

- b Write a circular letter informing the conversation of a partnership firm into a private limited company.

- 14 a Analyze the characteristics of corporate communication

OR

- b Discuss the various types of business meeting

- 15 a List out the procedure for drafting a business report

OR

- b Draft an application for the post of company secretary.

Z-Z-Z

END