

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Branch – COMMERCE WITH COMPUTER APPLICATIONS

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. Body language comes under _____.
(i) Verbal communication (ii) Non- Verbal communication
(iii) Both verbal and Non- Verbal communication (iv) Grapevine communication.
2. Orders and directives are the example of _____.
(i) Downward communication (ii) Upward communication
(iii) Diagonal communication (iv) Horizontal communication.
3. Report submitted after a thorough investigation is _____.
(i) Informative report (ii) Analytical report
(iii) Confidential report (iv) None of the above.
4. Admission of a new Partner is made through _____.
(i) circular letter (ii) sales letter
(iii) enquiry letter (iv) quotation letter
5. Deleted E-mails are stored in _____.
(i) inbox (ii) trash
(iii) sent (iv) spam

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a. Distinguish between upward and downward communication.
OR
b. Bring out the types of communication.
- 7 a. Highlight the features of a good business letter.
OR
b. State the need for group discussion.
- 8 a. Narrate the various characteristics of memo.
OR
b. Draft an Agenda for preceding a meeting of a company.
- 9 a. Explain the objectives of circular letters.
OR
b. State the main features of a good sales letter.
- 10 a. Examine the needs of modern communication channels.
OR
b. Summarize the advantages of e-mail.

SECTION -C (30 Marks)

Answer any Three questions

ALL questions carry EQUAL Marks

(3 x 10 = 30)

- 11 Describe the important steps involved in a communication process.
- 12 Elaborate the Layout of a business letter.
13. Draft a letter cancelling your order placed some days earlier. Give reasons for the cancellation.
14. Write a complaint letter to M/S Babu Book Stall, Agra for missing pages of books.
15. Elucidate the new age communication channels available in the business world.

Z-Z-Z

END