

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch - **COMMERCE (RETAIL MARKETING)**

EXECUTIVE COMMUNICATION

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Communication is a non-stop _____. (A) Paper (B) Process (C) Programme (D) Plan	K1	CO1
	2	The _____ is the person who transmits the message. (A) Receiver (B) Driver (C) Sender (D) Cleaner	K2	CO1
2	3	Our dress code is an example of _____ communication. (A) Verbal (B) Nonverbal (C) Written (D) Spoken	K1	CO2
	4	Letter, e-mail telephone are examples of _____. (A) Message (B) Feedback (C) Channel (D) Encoding	K2	CO2
3	5	A circular is a form of ----- (A) Oral communication. (B) Face-to-face communication. (C) Group communication. (D) Visual communication.	K1	CO3
	6	Which of the following is not a compulsory part of a business letter? (A) Salutation (B) Close (C) Attention line (D) Body	K2	CO3
4	7	Which of the following is not a type of business letter? (A) Business enquiry (B) Sales letter (C) Quotations (D) Reference letter.	K1	CO4
	8	8. Minutes of resolutions are only resolutions ____ (A) Recorded. (B) Development. (C) Decision-making. (D) Authenticated	K2	CO4
5	9	Video Conferencing is an example of (A) Folk Media (B) Print Media (C) Interactive Media (D) None of the above	K1	CO5
	10	Which component of communication involves interpreting or understanding the message? (A) Sender (B) Message (C) Receiver (D) Decoding	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	What are the characteristics of business communication correspondence?	K2	CO1
		(OR)		
	11.b.	What are the importance communication tools?		
2	12.a.	What are the essentials of an effective business letter?	K3	CO2
		(OR)		
	12.b.	Explain the qualities of a good business letter.		
3	13.a.	Write a memo to an employee informing him of a cut of in his salary.	K4	CO3
		(OR)		
	13.b.	What are the advantages of circular letter?		
4	14.a.	Draft an enquiry letter asking for price of computer.	K5	CO4
		(OR)		
	14.b.	Write a letter to your bank to get you necessary information about the credit standing of a firm desirous of operating a credit account with you.		
5	15.a.	Write down the golden rules for effective e-mails.	K6	CO5
		(OR)		
	15.b.	Explain the guidelines for conducting video conferencing.		

SECTION -C (30 Marks)

Answer ANY THREE questions

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

Module No.	Question No.	Question	K Level	CO
1	16	Explain the major process of communication.	K2	CO1
2	17	Explain the structure of a business letter.	K3	CO2
3	18	Draft a circular letter announcing the admission of a partner in a firm.	K4	CO3
4	19	Write a complaint letter for dispatch of defective goods and demand for replacement.	K5	CO4
5	20	Critically explain the role of computer in Business Correspondence.	K6	CO5

Z-Z-Z

END