

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)  
BVoc DEGREE EXAMINATION DECEMBER 2024  
(Fifth Semester)  
Branch – BANKING, STOCK & INSURANCE  
**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 word Communication is derived from the Latin word .....  
(i) Communis (ii) Common  
(iii) Commnuis (iv) Commis
- 2 The grapevine is a channel of ..... Communication.  
(i) Informal (ii) Formal  
(iii) Written (iv) None of these
- 3 A report popular for Parliamentary proceedings is known as ..... report.  
(i) Informal (ii) Statutory  
(iii) Committee (iv) Analytical
- 4 "Quotation" is a .....  
(i) Specific offer (ii) General offer  
(iii) Both a & b (iv) None of the above
- 5 Which is referred to as connected to the world wide web?  
(i) Telnet (ii) Internet  
(iii) Online (iv) E-Mail

**SECTION - B (15 Marks)**

Answer ALL Questions

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

- 6 a. What are the objectives of Communication?  
OR  
b. Explain the Process of Communication.
- 7 a. Bring out the advantages of "Group Discussion".  
OR  
b. State the classification of interview on the basis of object.
- 8 a. What are the various parts of a Business Letter?  
OR  
b. State the principles in Preparing Minutes of a meeting.
- 9 a. Mention the characteristics of Bank Correspondence.  
OR  
b. Draft a letter Respecting Suggestion of the agent.

Cont...

- 10 a. What are the advantages of Tele and Video Conferencing?  
OR  
b. Explain the Elements in writing messages.

**SECTION -C (30 Marks)**  
Answer any **Three** questions  
**ALL** questions carry **EQUAL** Marks (3 x 10 = 30)

11. Describe the Psychological Barrier to Communication.
12. Discuss the Effectiveness of Business letters.
13. Classify the various types of Business Report.
14. Draft a Circular letter announcing the fact of opening a new branch of your firm in Chennai.
15. Point out the advantages of Voice Mail and E-Mail.

Z-Z-Z

END