

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2022
(Second 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 Communication means _____ information, feeling and thoughts, with others.
(i) To receive (ii) Exchange of
(iii) Conveying (iv) All of the above
- 2 The listener carefully pays attention to the words of the speaker and responds accordingly is
(i) Empathetic Listening (ii) Selective listening
(iii) Passive listening (iv) Active listening
- 3 Any letter designed and directed to the exchange of information connected with trade and trade related activities is known as:
(i) Business Report (ii) Business enquiry
(iii) Business letter (iv) Business memos
- 4 List of items to be discussed and decided in a meeting is called as _____.
(i) Resolution (ii) Minutes
(iii) Invoice (iv) Agenda
- 5 _____ is a systematic oral exchange of information, views and opinions about a topic, issue, problem or situation among members of a group who share certain common objectives.
(i) Presentation (ii) Group discussion
(iii) Group interview (iv) All of these

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Narrate the basic forms of communication.
OR
b Bring out the process of communication.
- 7 a Explain the benefits of creative writing.
OR
b State the differences Between Deductive and Inductive Reasoning.
- 8 a Describe the types of Business letters.
OR
b Bring out the structure of business Email.
- 9 a Outline the format of business memorandum.
OR
b State the characteristics of press release.

Cont...

- 10 a Narrate the uses of Visual aids.
OR
b Summarize the guidelines benefits of group discussion.

SECTION -C (30 Marks)

Answer ALL questions

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

- 11 a Describe the principles of effective communication.
OR
b Explain the characteristics of communication.
- 12 a Discuss the Do's and Don'ts of Business Vocabulary.
OR
b Examine the barriers of listening.
- 13 a Describe the layout of a Business letter.
OR
b Process of writing E-mails.
- 14 a Draft the agenda and minutes of Annual General Meeting of a company.
OR
b Compare Internal and External communication.
- 15 a Describe the structure of project report.
OR
b Enumerate the Do's and Don'ts in Resume Writing.

Z-Z-Z

END