

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BCom DEGREE EXAMINATION MAY 2025
(Third Semester)**

Branch – **COMMERCE (ACCOUNTING & FINANCE)**

BUSINESS 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	The downward communication flow from a. a subordinate to a superior. b. a subordinate to a subordinate. c. a superior to a superior. d. a superior to a subordinate.	K1	CO1
	2	_____ communication may be defined as information that flows from subordinates to superiors a. Downward communication b. Upward communication c. Horizontal communication d. None of above	K2	CO1
2	3	The inside address should be written a. below the salutation b. above the heading. c. above the salutation. d. above the date.	K1	CO2
	4	Which of the following is an effective strategy during a group discussion? a. Interrupting others frequently to make your point b. Listening actively and respecting others' viewpoints c. Avoiding eye contact to prevent distraction d. Ignoring the discussion topic and steering it towards unrelated subjects	K2	CO2
3	5	Statutory Report is a. an informal report. b. not having legal sanction. c. always a statistical report. d. Formal report.	K1	CO3
		What is the primary purpose of report _____ a. To monitor and control production, sales, shipping b. To control problems, sell products and services c. To solve problems and supply facts d. To analyze problems and predict practical alternatives	K2	CO3
4	7	What is the primary purpose of an inquiry letter in a business context? a. To place an order for products b. To request information or details about products or services c. To confirm a previous order d. To complain about a product or service	K1	CO4
	8	When a company sends an offer letter, what is typically included in the document? a. A detailed complaint about service b. Terms and conditions of a product or service and the proposed price c. A request for payment d. An acknowledgment of receipt of payment	K2	CO4
5	9	Which technology is commonly used for both personal and professional communication to provide a real-time voice conversation? a. Video conferencing b. Email c. Instant messaging d. Telephone calls	K1	CO5

Cont...

5	10	Information and Communication Technology (ICT) encompasses which of the following? a) Only hardware devices such as computers and printers b) Only software applications like word processors and databases c) Both hardware and software, including communication technologies like email and video conferencing d) Only traditional communication methods like postal mail and telephone	K2	CO5
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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.	Mention the principles of effective communication.	K2	CO1
	(OR)			
	11.b.	What are the barriers to communication? Elucidate.		
2	12.a.	Mention the essentials of a good business letter.	K2	CO2
	(OR)			
	12.b.	Explain the objectives of interview.		
3	13.a.	Explain the difference between solicited and unsolicited proposals.	K2	CO3
	(OR)			
	13.b.	Why is report writing important in a business context?		
4	14.a.	State the functions of a Sales letter.	K2	CO4
	(OR)			
	14.b.	Explain the significance of bank correspondence.		
5	15.a.	Mention the merits of E-mail.	K2	CO5
	(OR)			
	15.b.	Discuss the merits and demerits of websites		

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	Describe the business communication process.	K4	CO1
2	17	Discuss the key components of the layout of a business letter, and how should each component be formatted?	K5	CO2
3	18	What are circulars, and how do they function in an organization? Discuss.	K6	CO3
4	19	Explain how to draft a circular letter.	K4	CO4
5	20	Explain the role of internet for the development of communication.	K5	CO5