

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2025
(Fifth Semester)

Branch-COMMERCE WITH COMPUTER APPLICATION

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 most important goal of business communication.
(i) Organizational goodwill
(ii) Receiver response
(iii) Receiver understanding
(iv) Favorable relationship between sender and receiver
2. A short note about the body of the letter is given in
(i) Reference (ii) Subject (iii) post script (iv) none of these
3. The official record of the proceeding of the meeting is called
(i) Agenda (ii) Minutes (iii) Resolution (iv) Report
4. In life insurance the amount that is paid year quarterly or monthly by the insured in called.
(i) Premium amount (ii) Policy amount (iii) Subscription amount (iv) None
5. The first internet application is called _____
(i) Websites (ii) Word processing (iii) E-mail (iv) Multimedia

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a) Define the term communication. What is the importance of Communication.
OR
b) What are the Characteristics of Good communication system.
7. a) What are the Interviews? State their General Features.
OR
b) What are the Essentials of business letter?
8. a) Write short notes on Memo and Proposal.
OR
b) What are the various parts of Reports?

Cont...

9. a) Distinguish between Offer and Quotation.
OR
b) What is the function of a Modern Bankers?
10. Write a note on the following:
1) Voice Mail 2) FAX
OR
b) What is E-mail? How to send E-Mail.

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

11. List out the various barriers of communication. How will you overcome them?
12. Discuss briefly the Effectiveness and lay out of a business letter.
13. Briefly explain the Banking and Insurance Correspondence.
14. Distinguish between office circular and circular letter.
15. Explain the uses and Limitation of Video conferencing.

Z-Z-Z END