

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BVoc DEGREE EXAMINATION DECEMBER 2022
(Fifth Semester)

Branch – BANKING, STOCK AND INSURANCE

BUSINESS COMMUNICATION

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

1. Communication is a _____
a) One way process
b) Two way process
c) Three way process
d) Four way process
2. The term communism derived from _____ word.
a) Greek
b) Latin
c) Chinese
d) English
3. Audio-Visual communication is most suitable for mass _____ and mass _____
a) Publicity & education
b) Policies & political
c) Save & store
d) Education & political
4. Formal Interview is also known as _____
a) Planned interview
b) unstructured interview
c) Group interview
d) All of the above
5. _____ is a very conscious process of communication
a) Warning
b) Order
c) Action
d) Education
6. The key components of a business report are:
a) Reader
b) Writer
c) Objective
d) All of the above
7. A _____ is also known as a 'cover letter'
a) Resume
b) Curriculum vitae
c) Application letter
d) Sales letter
8. _____ is an assigned communication for a purpose and for specific receiver or reader.
a) Report
b) Memos
c) Letters
d) Circulars
9. Video conferencing means _____.
a) Communicate with each other in sound and vision
b) Communicate with sign language
c) Communicate each others
d) Passing message to each others
10. e-mail means _____.
a) a message or messages sent by mail
b) electronic mail
c) message sent to mobile
d) None of the above

Cont...

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 7 = 35)

- 11 a State the objectives and process of communication.
OR
b Explain the characteristics of good communication.
- 12 a Differentiate between the verbal and non-verbal communication.
OR
b Explain the various methods of interview.
- 13 a State the principles and scope to prepare the memo.
OR
b Explain the various steps of report writing.
- 14 a Enumerate the purpose and advantages of circular letter.
OR
b What are the qualities of sales letter?
- 15 a Explain the importance of communication channels.
OR
b List out the essential elements in message writing.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Explain in detail the different types of communication.
- 17 Determine the need and functions of business letter.
- 18 Explain the term Agenda with an illustration.
- 19 Discuss about the nature and functions of banking correspondence.
- 20 Elucidate the role of fax, email and video conferencing in communication.

Z-Z-Z

END