

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2025
(Third 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 × 1 = 5)

- 1 Which of the following is a principle of effective communication?
 (i) Use of complex language (ii) Use of jargon for clarity
 (iii) Conciseness and clarity (iv) Lengthy explanations
- 2 What does deductive reasoning involve?
 (i) Making broad conclusions from specific facts
 (ii) Making specific conclusions from general facts
 (iii) Generating new ideas based on observation
 (iv) Listening actively to understand better
- 3 What is an essential part of a business letter layout?
 (i) An opening joke (ii) A professional greeting and closing
 (iii) A long introduction (iv) Unstructured content
- 4 The minutes of a meeting are used to
 (i) Summarize the proceedings and decisions made
 (ii) Promote the meeting
 (iii) List all the attendees' qualifications
 (iv) Schedule the next meeting
- 5 Which section should be included in a business report?
 (i) A personal opinion section
 (ii) Clear headings, visual aids, and a conclusion
 (iii) A detailed family background
 (iv) Informal language

SECTION - B (15 Marks)

Answer **ALL** Questions

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

- 6 a Explain the 7 C's of Communication and their importance.
 OR
 b Describe the communication process and the role of feedback.
- 7 a Differentiate between deductive and inductive reasoning with examples.
 OR
 b Identify barriers to listening and how to overcome them.
- 8 a Write a business enquiry letter requesting a quotation for office stationery.
 OR
 b Explain the PAIBO technique for writing emails.
- 9 a List the key elements of a meeting agenda and explain their importance.
 OR
 b Compare internal and external communication with examples.

Cont...

- 10 a Discuss the essential elements of a business report and the role of visual aids.
OR
b Write a job application letter for the position of Marketing Manager.

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 a Explain the principles of effective business communication.
OR
b Describe the basic forms of communication in business.
- 12 a Define fallacies and give examples.
OR
b What is active listening and its importance?
- 13 a Write a business complaint letter requesting a refund.
OR
b Describe the structure of a business email.
- 14 a Explain the role of press releases in business.
OR
b Differentiate between office memorandums and office orders.
- 15 a Discuss the structure of a business report and use of visual aids.
OR
b Write a resume for a marketing position.

Z-Z-Z

END