

**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 $(5 \times 1 = 5)$

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 $(5 \times 3 = 15)$

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