

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

**BCom DEGREE EXAMINATION DECEMBER 2025**  
(Fifth Semester)

**Branch – COMMERCE WITH COMPUTER APPLICATION**

## **BUSINESS COMMUNICATION**

Time: Three Hours

**Maximum: 75 Marks**

### **SECTION-A (10 Marks)**

**Answer ALL questions**

**ALL** questions carry **EQUAL** marks

(10 × 1 = 10)

<b>Module No.</b>	<b>Question No.</b>	<b>Question</b>	<b>K Level</b>	<b>CO</b>
<b>1</b>	<b>1</b>	The information or ideas the sender wants to give the receiver is called as a) Input                                      b) Message c) Channel                                  d) Output	K1	CO1
	<b>2</b>	Assigning of different meaning to the same word by the transmitter and receiver leads to a) Semantic barrier b) Wrong choice of medium c) Socio psychological barrier d) Physical Barrier	K2	CO1
<b>2</b>	<b>3</b>	The two broad areas of communication are a) Oral and written communication b) Verbal and written communication c) Verbal and non-verbal communication d) Oral and non-verbal communication	K1	CO2
	<b>4</b>	Which of the following combination are the examples of written communication? a) Letter and voicemail                      b) Report and email c) Circulars and Voicemail                  d) All the above	K2	CO2
<b>3</b>	<b>5</b>	Orders and directives are examples of a) Downward Communication b) Upward Communication c) Diagonal Communication d) Horizontal Communication	K1	CO3
	<b>6</b>	An agenda is prepared in connection with a) Meeting                                      b) Business tour c) Exhibition                                  d) Personal notes	K2	CO3
<b>4</b>	<b>7</b>	Which of the following is NOT a common channel for external communication? a) Social media post                      b) Internal newsletters c) Customer feedback                      d) Advertising	K1	CO4
	<b>8</b>	What type of external communication is focused on building a positive public image? a) Advertising                                  b) Public relations c) Sales promotion                          d) Internal meeting	K2	CO4
<b>5</b>	<b>9</b>	Letter, email and telephone are examples of a) Message                                      b) Feedback c) Channel                                      d) Encoding	K1	CO5
	<b>10</b>	Which of the following is the written form of communication using Internet? a) Fax    b) Voice mail c) Email    d) Video	K2	CO5

**Cont...**

**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.	Outline the Objectives of Communication.	K1	CO1
	(OR)			
	11.b.	What are the types of Communication?		
2	12.a.	Discuss about the different methods of Interview.	K2	CO2
	(OR)			
	12.b.	Explain the Forms of Verbal Communication.		
3	13.a.	Write a brief note about the Resolution.	K3	CO3
	(OR)			
	13.b.	Examine the different Objectives of Agenda.		
4	14.a.	Sketch out the Need for Insurance Correspondence.	K3	CO4
	(OR)			
	14.b.	Examine the Aims of Bank Correspondence .		
5	15.a.	Explain the Uses of E-Mail.	K5	CO5
	(OR)			
	15.b.	Summarise the Advantages of FAX.		

**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 Importance of Communication.	K3	CO1
2	17	Discuss the Functions of Business Letter.	K2	CO2
3	18	Determine the Importance of Report Writing.	K3	CO3
4	19	Draft a Circular Letter announcing the opening a New Branch.	K3	CO4
5	20	Determine the Advantages of Video Conference.	K3	CO5

Z-Z-Z

END