

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)

| Module No. | Question No. | Question | K Level | CO |
|------------|--------------|--|---------|-----|
| 1 | 1 | The information or ideas the sender wants to give the receiver is called as a) Input b) Message c) Channel d) Output | K1 | CO1 |
| | 2 | Assigning of different meaning to the same word by the transmitter and receiver leads to a) Sematic barrier b) Wrong choice of medium c) Socio psychological barrier d) Physical Barrier | K2 | CO1 |
| 2 | 3 | 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 |
| | 4 | 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 |
| 3 | 5 | Orders and directives are examples of a) Downward Communication b) Upward Communication c) Diagonal Communication d) Horizontal Communication | K1 | CO3 |
| | 6 | An agenda is prepared in connection with a) Meeting b) Business tour c) Exhibition d) Personal notes | K2 | CO3 |
| 4 | 7 | 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 |
| | 8 | 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 |
| 5 | 9 | Letter, email and telephone are examples of a) Message b) Feedback c) Channel d) Encoding | K1 | CO5 |
| | 10 | 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. (OR) | K1 | CO1 |
| | 11.b. | What are the types of Communication? | | |
| 2 | 12.a. | Discuss about the different methods of Interview. (OR) | K2 | CO2 |
| | 12.b. | Explain the Forms of Verbal Communication. | | |
| 3 | 13.a. | Write a brief note about the Resolution. (OR) | K3 | CO3 |
| | 13.b. | Examine the different Objectives of Agenda. | | |
| 4 | 14.a. | Sketch out the Need for Insurance Correspondence. (OR) | K3 | CO4 |
| | 14.b. | Examine the Aims of Bank Correspondence . | | |
| 5 | 15.a. | Explain the Uses of E-Mail. (OR) | K5 | CO5 |
| | 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 |