

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

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

**Branch - COMMERCE (RETAIL MARKETING)**

**EXECUTIVE COMMUNICATION**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer **ALL** questions

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

$(10 \times 1 = 10)$

Module No.	Question No.	Question	K Level	CO
1	1	The term communication is derived from a. Greek b. Latin c. Chinese d. English	K1	CO1
	2	Which of the following terms best describes the grapevine as a communication pattern? a. Diagonal b. Informal c. Serial d. Verbal	K2	CO1
2	3	Oral combination ensures speedy interaction and a. Fluency b. Adequate attention c. Immediate response d. More attention	K1	CO1
	4	The body of the letter is divided into ____ parts. a.1 b.2 c.3 d.4	K2	CO1
3	5	Which has become a regular activity of the modern business world? a. Report b. Agenda c. Both a&b d. Minutes	K1	CO2
	6	Which proposals are more demanding and require greater imagination on the part of the bidder? a. Solicited b. Unsolicited c. Invited d. None	K2	CO2
4	7	Who uses a number of form letters with a set text of the matter? a. Banker b. Customer c. Agent d. None of these	K1	CO2
	8	Circular letters are used to a. Send information to two people b. Communicate to other company c. Send the same information to a number of people d. Send information inside a company	K2	CO2
5	9	Educational qualification is needed to be mentioned in a. Proposal writing b. Technical description c. Agenda d. Resume writing	K1	CO3
	10	What is a common and recommended practice for etiquette during a video conference? a. Speaking loudly over others b. Muting microphone when not speaking c. Using distracting background d. Camera on	K2	CO3

**SECTION - B (35 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** Marks  $(5 \times 7 = 35)$

Module No.	Question No.	Question	K Level	CO
1	11.a.	Discuss the importance of business communication.	K2	CO1
		(OR)		
	11.b.	Explain the steps in the communication process.		

Cont...

2	12.a.	Explain the function of a business letter.  (OR)	K3	CO1
	12.b.	Write Short note on Group discussion and public speaking.		
3	13.a.	Write a circular letter to establishment of a new business.  (OR)	K3	CO2
	13.b.	Describe the importance of the report.		
4	14.a.	Analyse the different types of enquiry letters.  (OR)	K4	CO2
	14.b.	Examine the elements of a good banking correspondent.		
5	15.a.	Point out the advantages of email.  (OR)	K4	CO3
	15.b.	Analyse the important tips for drafting a resume.		

**SECTION -C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks

 $(3 \times 10 = 30)$ 

Module No.	Question No.	Question	K Level	CO
1	16	How will overcoming communication barriers?	K4	CO1
2	17	What are the essentials of good business letter?	K4	CO1
3	18	Draft the minutes of the first meeting of the board of directors of a joint stock company.	K5	CO2
4	19	Imagine you are the sales manager of a company write a reply letter to a customers for accepting to replace the defective goals.	K5	CO2
5	20	State the uses and limitations of video conferencing.	K4	CO3

Z-Z-Z      END