

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BVoc DEGREE EXAMINATION DECEMBER 2025
(Fifth Semester)

Branch - **BANKING, STOCK & INSURANCE**

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	A good communication system must be -----. a) Complex and lengthy b) Clear and concise c) Ambiguous d) One-sided only	K1	CO1
	2	Effective communication in business leads to -----. a) Misunderstanding b) Delay in decisions c) Better coordination d) Increased conflicts	K2	CO1
2	3	A structured conversation where a candidate is assessed by an employer is called -----. a) Group discussion b) Public speaking c) Interview d) Conference	K1	CO2
	4	The main purpose of a group discussion is -----. a) Entertainment b) Evaluation of knowledge and communication skills c) To confuse candidates d) To avoid interaction	K2	CO2
3	5	The minutes of a meeting record -----. a) Future plans only b) Speeches delivered c) Decisions and proceedings of the meeting d) Only the names of participants	K1	CO3
	6	A memo is generally used for -----. a) Communication with outsiders b) Internal short messages c) Advertising d) Public relations	K2	CO3
4	7	An adjustment letter is sent to -----. a) Apologize and rectify mistakes in goods/services b) Introduce new products c) Announce dividends d) Call a meeting	K1	CO4
	8	External communication refers to communication between -----. a) Employees of the same office b) Departments within the organization c) Organization and outsiders (customers, banks, agencies) d) Manager and subordinates	K2	CO4
5	9	Video conferencing provides the advantage of -----. a) Only audio interaction b) Both audio and visual interaction in real time c) Only text-based messages d) One-way communication	K1	CO5
	10	FAX is mainly used for -----. a) Voice conversation b) Transmission of printed or written documents through telephone lines c) Sending audio messages d) Video conferencing	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.	List the steps in the communication process.	K3	CO1
		(OR)		
	11.b.	State any four barriers to communication.		
2	12.a.	State any four needs of a business letter.	K3	CO2
		(OR)		
	12.b.	Explain the functions of a business letter.		
3	13.a.	State any four characteristics of a good report.	K4	CO3
		(OR)		
	13.b.	Explain the importance of report writing in business.		
4	14.a.	Distinguish between enquiries, offers, and quotations.	K4	CO4
		(OR)		
	14.b.	Describe the essentials of a good complaint letter and adjustment letter.		
5	15.a.	What is fax and voice mail? State their uses.	K2	CO5
		(OR)		
	15.b.	List the essential elements in writing an effective message.		

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	Explain the characteristics of a good communication system.	K4	CO1
2	17	Classify the different forms of verbal communication	K4	CO2
3	18	Discuss the different types of business reports.	K4	CO3
4	19	Explain the importance of external communication in business.	K5	CO4
5	20	Discuss the different channels of communication with examples.	K5	CO5