

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2025
(Third Semester)

Common to Branches - **COMMERCE (A&F)/ COMMERCE (FS)/ COMMERCE (B&I)**

BUSINESS 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	Communication is a _____. a. One way process b. Two way process c. Three way process d. Four way process	K1	CO1
	2	Where the term communism derived from? a. Greek b. Latin c. Chinese d. English	K2	CO1
2	3	Relate Formal Interview a. Planned Interview b. Unstructured interview c. Group Interview d. None of these	K1	CO2
	4	What are the two broad areas of communication? a. Oral and written communication b. Verbal and written communication c. Verbal and non-verbal communication d. Oral and non-verbal communication	K2	CO2
3	5	Orders and directives are the example of which communication? a. Downward b. Upward c. Diagonal d. Horizontal	K1	CO3
	6	Memo is an example for ____ communication. a. External b. Internal c. Oral d. Written	K2	CO3
4	7	Communication by the superior involves _____. a. Directions b. Orders c. Complaints d. Instructions	K1	CO4
	8	Which of the following is a type of insurance correspondence letter? a. Reporting loss b. Overdraft limit c. Both (a) & (b) d. Form	K2	CO4
5	9	What is the primary purpose of video conferencing? a. To send emails b. To facilitate face-to-face communication remotely c. To create presentations d. To record videos	K2	CO5
	10	What does BCC Stands for? a. Black Carbon Copy b. Blind Carbon Copy c. Blinded Carbon Copy d. None of Above	K1	CO5

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.	Explain the process of Business Communication. (OR)	K5	CO1
	11.b.	Interpret the characteristics of good communication.		

Cont...

2	12.a.	Identify the needs of business letter.	K3	CO2		
	(OR)					
	12.b.	Explain advantages of written communication?				
3	13.a.	Evaluate the importance of report writing.	K5	CO3		
	(OR)					
	13.b.	Draft an agenda for a parent's meeting.				
4	14.a.	Design the letter of complaint for delay delivery of pickles ordered by a Departmental Stores.	K6	CO4		
	(OR)					
	14.b.	Draft a letter requesting your bank to stop payment of your lost cheque.				
5	15.a.	What is video conferencing? List out the importance of video conferencing.	K3	CO5		
	(OR)					
	15.b.	Explain the rules of telephone etiquette.				

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	Analyze the various barriers of Communication.	K4	CO1
2	17	Design the layout of a business letter.	K6	CO2
3	18	Categorize the various types of Reports.	K3	CO3
4	19	You have received some paper in damaged condition from suppliers. Draft a complaint letter regarding it.	K3	CO4
5	20	Enumerate the features and uses of E-mail.	K3	CO5

Z-Z-Z END