

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2026
(Fifth Semester)

Branch – **COMMERCE WITH COMPUTER APPLICATIONS**

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	Relate to the Process of sharing ideas and information is called a) Writing b) Speaking c) Communication d) Listening	K1	CO1
	2	Show the main Objectives of Communication is a) Profit b) Understanding c) Status d) Distance	K2	CO1
2	3	Which one of the important functions of Business Letter is a) Waste Time b) Create Misunderstanding c) Convey information d) Hide facts	K1	CO2
	4	Translate the Formal conversation between interviewer and candidates is called a) Group Discussion b) Interview c) Meeting d) Debate	K2	CO2
3	5	Show the Communication sent to all employees in an organization is called a) Proposal b) Circular c) Agenda d) Minutes	K1	CO3
	6	Outline the Written record of proceedings of a meeting is called a) Circular b) Minutes c) Proposal d) Agenda	K2	CO3
4	7	Recall to the Request for information about goods is called a) Complaint. b) Enquiry c) Quotation d) Order	K1	CO4
	8	Show the Letter expressing dissatisfaction is known as a) Compliant b) Enquiry c) Circular d) Sales	K2	CO4
5	9	Relate to the Sending documents by Telephone line is called a) Fax b) Video c) Voice Mail d) E-Mail	K1	CO5
	10	Show the Conducting meetings through video technology is called a) Conference Call b) Video Conferencing c) Voice Mail d) Fax	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.	Explain the Characteristics of Good communication system.	K2	CO1
		(OR)		
	11.b.	Show the important Barriers of Communication.		
2	12.a.	Identify the Purpose of Written Communication.	K3	CO2
		(OR)		
	12.b.	Extent the Need for Business Letter.		
3	13.a.	Inspect the types of Resolution.	K4	CO3
		(OR)		
	13.b.	Examine the Objectives of Circular Letter.		
4	14.a.	Show the different types of Enquirers.	K2	CO4
		(OR)		
	14.b.	Translate the important types of Offer.		
5	15.a.	Estimate the Advantage of Voice Mail.	K5	CO5
		(OR)		
	15.b.	Evaluate the Uses of Video Conferencing.		

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	Develop the Process of Communication.	K3	CO1
2	17	Identify the different Methods of Interview.	K3	CO2
3	18	Inspect the Various types of Business Report.	K4	CO3
4	19	Determine the Importance of Bank Correspondence.	K5	CO4
5	20	Organize the Essentials Elements of Writing Message.	K3	CO5

Z-Z-Z

END