

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BVoc DEGREE EXAMINATION MAY 2026
(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	The primary objective of business communication is ----- a) Entertainment b) Exchange of information c) Time pass d) None of these	K1	CO1
	2	Written communication is most suitable when ----- a) Information is confidential b) Information must be permanent c) Quick feedback is required d) Message is short and casual	K2	CO1
2	3	A meeting of several people to discuss and decide on specific issues is called ----- a) Committee b) Conference c) Public speaking d) Debate	K1	CO2
	4	Non-verbal communication is also known as ----- a) Oral communication b) Body language c) Written communication d) Business communication	K2	CO2
3	5	The agenda of a meeting means ----- a) The speech of the chairman b) The list of items to be discussed c) The record of decisions d) The attendance register	K1	CO3
	6	A proposal submitted in response to an invitation is called ---- a) Unsolicited proposal b) Solicited proposal c) Informal proposal d) Oral proposal	K2	CO3
4	7	A seller's statement of terms and conditions of sale in response to an enquiry is ----- a) Quotation b) Complaint c) Circular d) Adjustment	K1	CO4
	8	An insurance correspondence mainly deals with ----- a) Order placement b) Policy issue, premium payment, claims c) Employee promotion d) Office circulars	K2	CO4
5	9	An essential element of a good e-mail message is ----- a) A clear subject line b) Long and complex sentences c) No greetings or closing d) Unclear purpose	K1	CO5
	10	The main advantage of voice mail is ----- a) Message can be sent even when the receiver is unavailable b) It requires face-to-face communication c) It is always faster than text messages d) It cannot store messages	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 importance of effective business communication.	K3	CO1
	(OR)			
	11.b.	Discuss the types of communication.		
2	12.a.	List any four characteristics of an effective business letter layout.	K3	CO2
	(OR)			
	12.b.	Highlight the needs and functions of a business letter.		
3	13.a.	Write a note on circulars and resolutions.	K4	CO3
	(OR)			
	13.b.	Point out the procedure of writing agenda and minutes of meeting.		
4	14.a.	Write a note on circular letters and sales letters.	K4	CO4
	(OR)			
	14.b.	Enumerate the role of business letters in external communication.		
5	15.a.	Classify the essential elements of writing effective e-mail/messages.	K3	CO5
	(OR)			
	15.b.	Discuss the advantages of e-mail as a modern channel of communication.		

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 process of communication in detail.	K3	CO1
2	17	Assume the layout and qualities of an effective business letter.	K4	CO2
3	18	Classify the essentials of a good proposal.	K3	CO3
4	19	Explain the importance of business correspondence with banks, insurance companies, and agencies.	K4	CO4
5	20	Describe the advantages and limitations of telephone and mobile communication.	K5	CO5