

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2022
(First Semester)

Branch – COMMERCE (PROFESSIONAL ACCOUNTING)

BUSINESS COMMUNICATION

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. Communication ___ people who believe in a common cause.
(a) Leads. (b) Links.
(c) Helps. (d) Establishes.
2. Which of the following is not domain of Blooms Taxonomy?
(a) Cognitive (b) Objective
(c) Affective (d) Psychomotor
3. Listening, reading, speaking and writing are all types of.
(a) Communication skills. (b) Emotional barriers.
(c) Evaluation techniques. (d) Nonverbal communication.
4. Reports from the subordinates to the superiors take the form of ___
(a) Upward communication. (b) Downward communication.
(c) Face-to-face communication. (d) Person to person communication.
5. A resume summarizes the following:
(a) Strengths and weaknesses. (b) Personality.
(c) Education and experience. (d) Hobbies.

SECTION-B (15 Marks)

Answer ALL Questions.

ALL questions carry EQUAL Marks (5X3=15 Marks)

6. (a) Explain the different types of communication.
(OR)
(b) Enumerate the benefits of communication.
7. (a) Write short note on Bloom's Taxonomy.
(OR)
(b) State the significant points while making notes.
8. (a) Construct the various stages of writing process.
(OR)
(b) Interpret the various steps of writing skills.

Cont...

9. (a) Explain the importance of Reports.
(OR)
(b) Narrate the contents of minutes.
10. (a) Point out the importance of resume writing.
(OR)
(b) State the principles of writing a resume.

SECTION-C(30 Marks)

Answer any ALL Questions.

ALL questions carry EQUAL Marks (5X6=30 Marks)

11. (a) Describe the barriers to effective communication.
(OR)
(b) Briefly explain modern forms of communication.
12. (a) Highlight the Importance of Bloom's Taxonomy.
(OR)
(b) Elucidate the notes making techniques.
13. (a) Examine the essential elements of article writing.
(OR)
(b) Discuss the Do's and Don'ts of Precis Writing.
14. (a) Describe the classification of reports.
(OR)
(b) Elaborate the features of e-mail.
- 15(a) Analyze the different types of resume writing.
(OR)
(b) Develop the writing a resume and highlight the Academic Qualification & Achievements.

Z-Z-Z

END