

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2019  
(Fourth Semester)

Branch - COMMERCE (BANKING & INSURANCE)

BUSINESS COMMUNICATION

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 2 = 20)

- I
- 1 What do you mean by kinesics?
  - 2 What is diagonal communication?
  - 3 Define interview.
  - 4 List any two tips for the art public speaking.
  - 5 What are office orders?
  - 6 Define agenda.
  - 7 What is solicited enquiry'?
  - 8 What is bank correspondence?
  - 9 Write short note on voice mail.
  - 10 What are graphics?

SECTION - B (25 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 5 = 25)

- II
- a Bring out the components of communication process.  
OR
  - b Briefly explain the Seven C's of good communication system.
  - 12 a Explain the various steps of interview techniques.  
OR
  - b What is public speaking? What are the tips for good public speaking?
  - 13 a Define proposal. State the different kinds of proposal.  
OR
  - b Explain the guidelines should follow to draft a memo.
  - 14 a Draft a sales letter to introducing a electronic typewriter.  
OR
  - b What are guidelines should follow to write an adjustment letter?
  - 15 a Explain the advantages of video conferencing.  
OR
  - b Define online file enquiry system. State its uses.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Define communication. Discuss the barriers of communication.
- 17 Explain the structure effective business letter.
- 18 Discuss the important components of report writing.
- 19 As a consumer, draft a letter to your banker giving standing instruction for paying your life insurance premium regularly.
- 20 Define e-mail. Discuss important functional process of e-mail.