

**PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)**

**BCom DEGREE EXAMINATION MAY 2019  
(Third Semester)**

**Branch - COMMERCE (PROFESSIONAL ACCOUNTING)**

**BUSINESS COMMUNICATION AND BUSINESS ETHICS**

Time : Three Hours

Maximum : 60 Marks

**SECTION-A (10 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks (5 x 2 = 10)

- 1 Give any two objectives of communication.
- 2 What is meant by informal group?
- 3 What do you mean by corporate culture?
- 4 What is CSR?
- 5 What is meant by environmental ethics?

**SECTION -B (20 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 4 = 20)

- 6 a State the merits of oral communication?  
OR  
b Discuss the objectives of downward communication?
- 7 a Explain the characteristics of a group?  
OR  
b Discuss the situations in which memos may be written.
- 8 a Discuss the various kinds of proposals.  
OR  
b Explain the factors influencing ethical communication.
- 9 a What is the need for business ethics.  
OR  
b Discuss the main elements of corporate governance.
- 10 a Explain the objectives of pollution control Act.  
OR  
b Write a brief note on eco friendly practices.

**PART-C (30 Marks)**

Answer any **THREE** questions

ALL questions carry EQUAL Marks (3 x 10 = 30)

- 11 Draft the layout of a business letter.
- 12 Discuss the seven step negotiation process.
- 13 Give a outline of a long report.
- 14 Write an elaborate note on social responsibility of business.
- 15 Discuss the role of an individual in the prevention of pollution.