

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2018
(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 (10x2 = 20)

- 1 Define communication.
- 2 What is "Salutation"?
- 3 Explain "Downward communication".
- 4 What is a business memo?
- 5 What is an agenda?
- 6 How is voice mail different from E-mail?
- 7 What is meant by "Non verbal communication"?
- 8 Give two objectives of writing a sales letter,
- 9 What is "FAX"?
- 10 What is a quotation?

SECTION - B (25 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5x5 = 25)

- 11 a Explain the objectives of communication.
OR
b Explain the communication process,
- 12 a What are the essential of effective oral communication?
OR
b Explain the various interview methods.
- 13 a Write short notes on "Minutes of a meeting".
OR
b Explain the qualities of a good report.
- 14 a On behalf of Raja Textiles, Pune, write a letter to your supplier pointing out the poor quality of cloth sent by them which has caused loss to your organisation. Ask for reimbursement of the loss.
OR
b With reference to an advertisement in "The Hindu", write a letter to "modem computers Ltd.," enquiring the prices, terms of sale of various brands of laptops sold by them.
- 15 a Write notes on "Distributed data processing".
OR
b Write the advantages of E-mail in business communication.

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Explain the various types of communication.
- 17 Explain the layout of a business letter.
- 18 As a branch manager of Canara bank, Trichy. Write a letter to your head office recommending the loan applied by your customer.
- 19 What precautions must be taken while drafting an office order?
- 20 Explain the role of computers in business communication.