

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2024
(Fourth Semester)

Branch – COMMERCE (ACCOUNTING & FINANCE)

ESSENTIALS OF 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. List out which is essential in business communication
 - (i) To both persuade and inform
 - (ii) Only to persuade
 - (iii) Only to inform
 - (iv) Only to entertain
2. Which of the following is the most effective ways of communication?
 - (i) Non-verbal Communication
 - (ii) Verbal Communication
 - (iii) Oral Communication
 - (iv) Written Communication
3. Mention the type of communication under which memo is categorised.
 - (i) Internal Communication
 - (ii) External Communication
 - (iii) Lateral Communication
 - (iv) Written Communication
4. What should be the tone of a writer while writing a complaint letter?
 - (i) Arrogant
 - (ii) Humble
 - (iii) Ungrateful
 - (iv) Informal
5. State through which of the following one will get immediate feedback
 - (i) Letter
 - (ii) Telephone
 - (iii) E- mail
 - (iv) Fax

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a) Explain the objectives of communication
OR
b) Outline the characteristics of good communication system.
- 7 a) List the needs of business letters.
OR
b) Narrate the required skills for public speaking.
- 8 a) Draft a memo to the employee of your firm for irregularities and indiscipline during the working hours.
OR
b) State the different types of proposals.

Cont...

- 9 a) Draft a complaint letter to the supplier regarding the delay in receiving the order
OR
b) Narrate a letter to the insurance company regarding the change in nomination.
- 10 a) Explain the style and layout of a business e-mail
OR
b) Point out the importance of FAX

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a) Sketch a brief account on the process of Communication
OR
b) Elaborate the barriers of Communication
- 12 a) Summarize the various methods of interviews
OR
b) Describe the layout of a business letter
- 13 a) Prepare an Agenda and Minutes for an Annual General Meeting.
OR
b) Categorize various types of reports.
- 14 a) Sketch an inquiry letter to request information regarding the prices of goods, discount, terms for sale, and time limit for the delivery of goods etc.
OR
b) Draft a letter to the bank manager for changing the mode of operation and address on the account of death of partner.
- 15 a) Outline the merits and demerits of using e-mail
OR
b) Examine the elements of telephone etiquettes

Z-Z-Z

END