

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

**BCom DEGREE EXAMINATION MAY 2024
(First Semester)**

Branch – **COMMERCE (PROFESSIONAL ACCOUNTING)**

BUSINESS COMMUNICATION

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 x 1 = 10)

1. Which of the following combination is /are example/s of oral communication?
 - i). Meetings, memos and presentations
 - ii). Meetings, memos and performance reviews
 - iii). Meetings, presentations and performance reviews
 - iv). Direct interview
2. Physical Barriers to communication are _____
 - i). Time and distance.
 - ii). Interpretation of words.
 - iii). Denotations.
 - iv). Connotations.
3. _____ is the main objective in comprehensive passage.
 - i). Skim to get a general idea.
 - ii). Free from mistake
 - iii). Clarity
 - iv). Simple language.
4. Frame a heading is included in _____
 - i). Precis writing
 - ii). Writing of Report
 - iii). Note making
 - iv). Resume writing.
5. A good precis should be _____
 - i). Completeness
 - ii). Coherence
 - iii). Conciseness
 - iv). Correctness.
6. Collect and select information is the _____ step in article writing.
 - i). First
 - ii). Second
 - iii). Three
 - iv). Fourth
7. A report prepared in a prescribed form and presented according to an established procedure is _____ report
 - i). Formal.
 - ii). Informal.
 - iii). Statutory.
 - iv). General.
8. A circular is a form of _____
 - i). Oral communication.
 - ii) Face-to-face communication.
 - iii). Group communication.
 - iv). Visual communication.
9. Curriculum vitae is known as-
 - i). Personal profile
 - ii). Personal data sheet
 - iii). Qualification sheet
 - iv). All the above.
10. Which of the following is characteristic of a chronological resume?
 - i). Appropriate for experienced candidates
 - ii). Mentions most recent job or qualification first
 - iii). Appropriate when education and experience are unrelated to the job applied for
 - iv). Both a & b.

SECTION – B (35 Marks)

Answer **ALL** the Questions

ALL Questions Carry **EQUAL** Marks

(5 x 7 = 35)

11. a) State the steps inherent to all communication.

OR

- b) Explain Verbal and its sub types of communication.

Cont...

12. a) List the Strategies for attempting comprehension passages.
OR
b) Write the pyramid steps in bloom's taxonomy with examples.
13. a) Distinguish between precis and summary.
OR
b) What are the important points in article writing?
14. a) Write a short on a) Circulars b) Memos.
OR
b) Draft a Complaint letter with correct format.
15. a) What are the points to be noted in combination resume?
OR
b) You are Mitali / Mitanshu Joshi, a resident of Green Park, New Delhi. You have recently come across an advertisement from NDTV in The Hindustan Times for the post of a senior journalist. Draft a resume along with a cover letter in response to the advertisement.

SECTION – C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks

(3 x 10 =30)

16. Describe network in communication.
17. Explain the styles of note making.
18. Elucidate steps in article writing.
19. Explain types of reports.
20. Explicate format of resume.

Z-Z-Z

END