

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2023
(Fourth Semester)

Branch – COMMERCE (ACCOUNTING AND FINANCE)

ESSENTIALS OF BUSINESS COMMUNICATION

Time: Three Hours

Max. Marks: 50 Marks

SECTION – A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5×1=5)

1. Communication is a part of _____ Skills.
(i) Soft (ii) Hard
(iii) Rough (iv) Short
2. _____ communication includes tone of v alye body language.
(i) Non verbal (ii) Verbal
(iii) Letter (iv) Notice
3. The _____ Speech is also as reported speech.
(i) Direct (ii) Indirect
(iii) Indefinite (iv) Definite
4. A Circular letter or notice maybe issue by only _____ designed for the purpose.
(i) Poem (ii) Clerk
(iii) Typist (iv) Officers
5. _____ allows user send to file with e- mail.
(i) Draft (ii) Messenger
(iii) Sent (iv) Attachments

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. (a) State the objectives of communication.
(Or)
(b) Elaborate the barriers of communication
7. (a) Explain the different types of forms.
(Or)
(b) Narrate the functions of Business letter.
8. (a) Draft a Memo for Managing director wrote from the Assistant Manager in production department.
(Or)
(b) What are the types of reports?
9. (a) Explain the methods of offer.
(Or)
(b) Draft a sales letter for introducing new launch product in the market.
10. (a) Explain the merits of mobile phone usage.
(Or)
(b) What are the elements of e-mail.

Cont...

SECTION -C (30 Marks)
Answer ALL questions
ALL questions carry EQUAL Marks

(5 x 6 = 30)

11. (a) Enumerate the essential of business communication.
(Or)
(b) Classify the characteristics of good communication system.
12. (a) Explain the methods of verbal and non-verbal communication.
(Or)
(b) Examine the effectiveness and layout of a business letter.
13. (a) Discuss the Important of Good Report.
(Or)
(b) Classify the types of proposals.
14. (a) Draft a letter of Enquiry and consent reply letter for knowing details of product and their replies.
(Or)
(b) Draft a letter for Insurance claim full settlement in Branch Manager of LIC.
15. (a) Examine the Do's and Don'ts in the answering telephone call.
(Or)
(b) Explain the essential elements in writing messages.

Z-Z-Z

END