

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2022
(Fourth Semester)

Branch – COMMERCE (ACCOUNTING & FINANCE)

ESSENTIALS OF 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 The term _____ refers to breakdowns in the communication cycle.
(i) Brain domain (ii) Brain drain
(iii) Brain wash (iv) Brain work
- 2 The degree of accuracy with which the idea is replicated in the receiver's mind is indicated by the _____.
(i) Emotion (ii) Transmission
(iii) Feed back (iv) Decoding
- 3 The study of communication through touch is known as
(i) Chronemics (ii) Semantics
(iii) Haptics (iv) Proxemics
- 4 The _____ is the complimentary greeting with which the writer opens his letter.
(i) Subject (ii) Postscript
(iii) Salutation (iv) Reference
- 5 _____ are the official record of the proceedings of a meeting.
(i) Minutes (ii) Notification
(iii) Agenda (iv) Proposal
- 6 A report prepared and presented according to the form and procedure laid down by law is called as
(i) Period report (ii) Statutory report
(iii) Special report (iv) Formal report
- 7 An offer valid for a specified period is called _____.
(i) General offer (ii) Specific offer
(iii) Firm offer (iv) Voluntary offer
- 8 _____ is drawn by a customer expressing dissatisfaction on goods bought.
(i) Circular letter (ii) Complaint letter
(iii) Adjustment letter (iv) Defective letter
- 9 ISDN means
(i) Integrated services digital network
(ii) Integrated supply digital network
(iii) International services digital network
(iv) International supply digital network
- 10 Mass of information can be passed in a fraction of second through
(i) E-mail (ii) Telephone
(iii) Telex (iv) Fax

Cont...

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 7 = 35)

- 11 a Bring out the characteristics of communication.
OR
b State the merits and demerits of upward communication.
- 12 a Explain the essentials of effective oral communication.
OR
b Outline the characteristics of a good speech.
- 13 a Explain the features of a good report.
OR
b Write an office memo warning an employee on account of being habitually late.
- 14 a How do you distinguish between an "offer" and "quotation"?
OR
b Write a letter of solicited enquiry to a manufacture of different kinds of umbrellas and rain-coats, as a retail dealer in them.
- 15 a State the advantages of tele conferencing.
OR
b Explain the layout of e-mail messaging.

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Enumerate the various types of communication barriers.
- 17 Explain the types of non-verbal communication.
- 18 Discuss the main points to be considered in drafting a report.
- 19 Due to the expansion of your business you are in need of a loan of Rs. 5,00,000 for a period of one year. Ask your bankers whether they are prepared to give it to you against certain securities of the estimated value of Rs. 7,50,000.
- 20 Highlight the tips for making effective telephone calls.

Z-Z-Z

END