

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2022
(Second Semester)

Branch – LOGISTICS

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. Communication means ___ information, feeling and thoughts, with others.
 - (i) To receive
 - (ii) Exchange of
 - (iii) Conveying
 - (iv) All the above.
2. A logical approach where you progress from general ideas to specific conclusions is
 - (i) Inductive reasoning
 - (ii) Analogical reasoning.
 - (iii) Deductive reasoning
 - (iv) Abductive reasoning.
3. Business letters are used primarily to communicate with ____
 - (i) Customers
 - (ii) Agents
 - (iii) External stakeholders
 - (iv) Internal stakeholders
4. _____ are written records of business done at the meeting.
 - (i) Minutes
 - (ii) Circulars
 - (iii) Notices
 - (iv) Letters
5. _____ is ideally suited when applying for middle and senior level position.
 - (i) Application Letter
 - (ii) Resume
 - (iii) CV
 - (iv) All of the above

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a. Explain the 7 C's of Communication?
(OR)
b. State the forms of communication.
7. a. Bring out the benefits of creative writing?
(OR)
b. Describe the various types of active listening.
8. a. State the various types of business letter.
(OR)
b. Describe the different types of enquiry letters?
9. a. State the features of office order.
(OR)
b. How to write a press release.
10. a. Describe the importance of report writing.
(OR)
b. Bring out the objectives of Group Discussion.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11.a. Elucidate the process of communication.
(OR)
b. Discuss the principles of effective business communication.
- 12.a. Enumerate the Choice of Words for business writing.
(OR)
b. Classify the barriers of effective listening.
- 13.a. Outline layout of business letter.
(OR)
b. Discuss the process of E-mail writing.
- 14.a. Difference between agenda and minutes?
(OR)
b. Discuss the benefits of meetings.
- 15.a. Elucidate the different types of visual aids using in presentation.
(OR)
b. Outline a job application letter for the post of onsite engineer.

Z-Z-Z END