

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2019
(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 (5 x 2 = 10)

- 1 Define Communication
- 2 State the meaning of Taxonomy
- 3 What is meant by process of writing?
- 4 State any two essential elements of Report writing.
- 5 What is Resume writing?

SECTION - B (35 Marks)

Answer ALL Questions

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

- 6 a What are the limitations of downward communication.

OR

- b Describe the importance of interpersonal skills.

- 7 a Explain Blooms Taxonomy with examples.

OR

- b Describe the merits of note making.

- 8 a State the characteristics of good writing.

OR

- b Write a note on "Precis writing".

- 9 a Outline the characteristics of circular letters.

OR

- b State the characteristics of an office memorandum.

- 10 a Explain the essential elements of resume.

OR

- b What are the points to be covered in an application letter.

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 11 Elucidate the various types of communication barriers.
- 12 Discuss the mechanics of Note making.
- 13 Point out the elements of Article writing.
- 14 Classify the various kinds of reports.
- 15 Draft the chronological resume.