

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MCom / MCom (CA) DEGREE EXAMINATION MAY 2018  
(Fourth Semester)

Common to Branches – COMMERCE &  
COMMERCE WITH COMPUTER APPLICATIONS

EXECUTIVE COMMUNICATION

Time : Three Hours

Maximum : 75 Marks

SECTION -A (30 Marks)

Answer ALL questions

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

- 1 a What are the principles of a good communication?  
OR  
b Explain the role of communication in the present scenario.
- 2 a What are the principles of effective business writing?  
OR  
b What is meant by sales letter? List out the points to be noted while drafting the sales letter.
- 3 a What are the essentials of a good report?  
OR  
b Explain various types of business reports.
- 4 a What is public speaking? State the techniques to be followed to make a public speech as an important one.  
OR  
b What is meant by Audience analysis? State its importance.
- 5 a What is meant by face to face communication? Mention its merits and demerits.  
OR  
b What are the requirements for conducting meeting and interview in an organisation?

SECTION -B (45 Marks)

Answer any THREE questions

ALL questions carry EQUAL Marks (3 x 15 = 45)

- 6 What is communication environment? Explain various barriers to communication.
- 7 Draft a solicited application letter for the post of Accountant in an esteemed company.
- 8 What is meant by Reports by Committee? Draft the report of a sub committee appointed to identify areas of diversification for a company engaged in producing cooking ranges.
- 9 What are the determination of presentation method? Explain the uses of voice and visual aids in communication.