

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2019
(First Semester)

Branch - **COMMERCE WITH 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)

Write short notes:

- 1 What do you mean by business communication?
- 2 Summarize article writing.
- 3 What do you mean by comprehensive passages?
- 4 Define memo.
- 5 What is declaration?

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 7 = 35)

- 6 a Explain the characteristics of effective communication.
OR
b Explain the barriers to communication.
- 7 a Explain the significance of note making.
OR
b Describe blooms taxonomy with examples.
- 8 a Describe the process of writing.
OR
b Describe the essential elements of article writing.
- 9 a What is E-mail? How to send E-mail?
OR
b Explain the hints for drafting an agenda.
- 10 a Explain objectives summary in resume writing.
OR
b Briefly explain about academic qualification & achievements in resume writing.

SECTION - C (30 Marks)

Answer any **THREE** questions

ALL questions carry EQUAL Marks (3 x 10 = 30)

- 11 Briefly explain about interpersonal and listening skills.
- 12 Explain the essentials of effective note making.
- 13 Explain different styles of writing.
- 14 Explain different types of letters and action report.
- 15 Describe about co-curricular achievements and declaration in resume writing.