

(6 pages)

Reg. No. :

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B.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Third Semester

Commerce

Skill Based Subject — BUSINESS COMMUNICATION

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The word Communication is derived from _____.
- (a) The Latin word 'communicato'
 - (b) The Latin word 'communis'
 - (c) The English word 'conversation'
 - (d) The English word 'community'

2. A manager report to the management. It is a _____.
- (a) Down-word communication
 - (b) Horizontal communication
 - (c) Up-word communication
 - (d) Authoritative communication
3. The most important goal of business communication is _____.
- (a) To maintain friendship between sender and receiver
 - (b) For receiver's response
 - (c) To maintain organization's goodwill
 - (d) For receiver's understanding
4. Which one of the following terms best describes the grapevine communication?
- (a) Verbal
 - (b) Non-verbal
 - (c) Formal
 - (d) Informal
5. When we sends an email along with a document, we inform to the receiver kindly find the _____.
- (a) Enclosed document
 - (b) Sent the document
 - (c) Attached the document
 - (d) See the document

6. Which one of the following is incorrect related to business letters?
(a) Cover letters (b) Capital letters
(c) Complaint letters (d) Memos
7. The first step communication of a commercial transaction is
(a) To giving quotation
(b) To making order
(c) To make an enquiry
(d) All of the above
8. Bank require letter writhing for the following service.
(a) For claim dividend from bank
(b) For claim interest on deposit
(c) For open a overdraft facility
(d) For take a demand draft
9. Memo, circulars, report, Xerox, fax etc are the examples of
(a) Audio visual communication
(b) Oral communication
(c) Non-verbal and verbal communication
(d) Written communication

10. Disseminate means ————.
(a) Respectful request
(b) Capable of being perceived
(c) To scatter or spread widely
(d) To cause faster or grater activity

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Identify any five objectives of business communication.

Or
(b) Explain about the communication cycle.
12. (a) List the need of business letters.

Or
(b) How to write effective collection letters?
13. (a) What is meant by Letter of Credit? What are information will be included?

Or
(b) Write short notes :
(i) Marine insurance
(ii) Life insurance.

14. (a) When you prepare a report, specify the five steps to prepare a report?

Or

- (b) Explain the term minutes and specify its types.
15. (a) Discuss about testimonials.

Or

- (b) Distinguish between internet and Intranet.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) How do you overcome the communication barriers?

Or

- (b) Name the parts of good business letter and draw a diagram indicating the position of each part in the letter.

17. (a) You are a owner of a Bakery shop. You wish to expand your business along with a coffee shop. Hence you need of loan Rs. 5,00,000. Draw a letter to your banker to request a loan.

Or

- (b) What is sales letter? What points are to kept in mind while drafting a sales letter?

18. (a) Explain the important terms used in marine insurance.

Or

- (b) Assume you are a business man.. How you will request a banker to open a current account in the name of your business's name. Draft a letter to the banker to request open a current account.

19. (a) A shareholders seeks your advice as he wished to buy some shares of the company. As the Secretary of the company, write suitable replay.

Or

- (b) List out the characteristics of a good report.

20. (a) What is resume? Specify the information to be contained in the resume.

Or

- (b) Identify any eight golden rules for effective e-mails.