

B.COM., (CBCS) DEGREE EXAMINATION, APRIL 2021

THIRD SEMESTER

COMMERCE - MAIN

SKILL BASED SUBJECT - BUSINESS COMMUNICATION

(For those who joined in July 2017 Only)

Time: Three hours

Maximum : 75 marks

PART - A (10X1=10 marks)

Answer all the Questions Choose the Correct answer

1. Telephonic conversation is a
 - a) Verbal communication.
 - b) Non-verbal communication.
 - c) Visual communication.
 - d) Written.
 2. In the communication cycle, the process of retranslation of signals into ideas is called
 - a) Encoding.
 - b) Decoding
 - c) Response
 - d) Feedback
 3. Complementary close or subscription always be _____ with salutation
 - a) Different
 - b) Opposite
 - c) Consistent
 - d) Parallel
 4. The information the receiver gets is called _____
 - a) Message
 - b) Output
 - c) Input
 - d) Source.
 5. The participants of a board meeting are _____
 - a) Member
 - b) Directors
 - c) Member and directors
 - d) Outsiders
 6. Colours also have a _____ effect
 - a) Psychological
 - b) Physiological
 - c) Sociological
 - d) Socio psychological
 7. Face-to-face question-answer type of interview is
 - a) Patterned interview
 - b) Direct interview
 - c) In-Depth interview
 - d) Group interview
 8. An interview free to speak on any subject comes under
 - a) Panel interview
 - b) Non-directive interview
 - c) In-Depth interview
 - d) Direct interview
 9. _____ systems process data resulting from business transactions
 - a) Transaction processing
 - b) Office Automation
 - c) DSS
 - d) MIS
 10. _____ accommodates the main message
 - a) Subject Title
 - b) Address Bar
 - c) Body
 - d) Closing of email
- PART- B -- (5X5=25 marks)
- Answer ALL questions, choosing either (a) or (b) Answer should not exceed 250 words
11. (A). Point out the characteristics of communication.
(OR)
 - (B). Briefly explain the process of communication.
 12. (A). What are the points to be remembered while writing replies to letters of enquiry?
(OR)
 - (B). State the types of enquiry letters.
 13. (A). What are the points to be remember while writing the covering letter for job application?
(OR)
 - (B). What are the points to be remember while preparing resume.
 14. (A). What are the points should be looked into at the time of an interview?
(OR)

- (B). Specify the qualities of an interviewer.
15. (A). State the implications of modern communication technology to the business world.
(OR)

- (B). Mention the advantages of internet to business world.
PART - C (5X8=40 marks)

Answer all the Questions Choosing either (a) or (b) Answer should not exceed 600 words

16. (A). Explain the barriers of communication.
(OR)

(B). What do you mean by downward communication and elaborate on its merits and demerits.

17. (A). Explain the features of a good business letter.
(OR)

(B). Write a letter to National Textiles asking for quotation for kids wear.

18. (A). What are the points to be covered in an effective application.
(OR)

(B). Draft an application in response to the following advertisement:

Wanted an Accountant with knowledge of Tally ERP 9. Salary Rs.35,000 per month. Apply within five days to Box.No. 1368, The Maxwell India Pvt Ltd., New Delhi.

19. (A). Explain the various stages involved in an interview.
(OR)

(B). Describe the various types of an interview.

20. (A). State the procedure of formatting an e-mail message.
(OR)

(B). Explain the impact of technology – aided communication of business enterprises.
