

(6 pages)

Reg. No. :

Code No. : 20445 E Sub. Code : SSCO 3 A

B.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2018.

Third Semester

Commerce — Main

Skill Based — BUSINESS COMMUNICATION

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. The word 'Communication' is derived from _____ word.
(a) Latin (b) French
(c) English (d) Greek
2. The main objective(s) of communication is/are _____.
(a) Information (b) Advice
(c) Order (d) All of these

3. A letter which is written with the motto of making sales of a product or service is termed as _____.
(a) Claims
(b) Adjustment letters
(c) Sales letter
(d) Collection letter
4. When customers are not satisfied with the quality of the products, they may write _____ letter to the sellers.
(a) Complaint letter (b) Circular
(c) Sales letter (d) Collection letter
5. Basically a(an) _____ letter is considered as a sales letter as an applicant informs that he is ready to serve the institution.
(a) Reply (b) Sales
(c) Circular (d) Application
6. _____ contains personal information about the applicant.
(a) Communication (b) Circular letter
(c) Sales letter (d) Bio-data

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7. _____ is a question answer session made between an institution and an applicant for an appointment.

- (a) Interview
- (b) Horizontal communication
- (c) Informal communication
- (d) Upward communication

8. For _____ questions, an interviewee is free to answer independently.

- (a) Open (b) Close
- (c) Direct (d) Indirect

9. Through _____ a message can be sent to any number of persons at a time.

- (a) letter (b) telephone
- (c) fax (d) e-mail

10. Through _____ meetings can be conducted on electronic mode.

- (a) video conferencing
- (b) internet
- (c) e-mail
- (d) fax

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b).

Answer should not exceed 250 words.

11. (a) What is communication? Define it.

Or

(b) Explain the need for communication.

12. (a) What are the guiding principles for collection?

Or

(b) What are the elements of a good letter of complaint?

13. (a) What are the important matters to be included in the body of the letter?

Or

(b) What are the basic principles of writing an application letter?

14. (a) What is meant by an interview? What are its different stages?

Or

(b) Briefly explain any two methods of interviews.



15. (a) What is e-mail? State any four advantages of it.

Or

- (b) What is meant by Text messaging? What are its features?

SECTION C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).

Answer should not exceed 600 words.

16. (a) What are the objectives of communication?

Or

- (b) Briefly explain any four forms of Non-verbal communication.

17. (a) Write a sales letter written by a salesman while introducing a new product.

Or

- (b) Draw a letter of first reminding to collect the outstanding amount from a customer.

18. (a) Draft a resume of your own.

Or

- (b) Write an application to Hindustan Lever Limited for the post of a sales executive.

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19. (a) List out any eight guidelines for an effective interview.

Or

- (b) What are the different types of questions asked in interviews? Briefly explain.

20. (a) Prepare an e-mail to send a message to the parents of your college students.

Or

- (b) Describe the role of technology in business communication.

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