

(6 Pages)

Reg. No. :

**Code No. : 10082 E Sub. Code : SSCO 3 A/
ASCO 31**

B.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2021.

Third Semester

Commerce

Skill Based Subject — BUSINESS COMMUNICATION

(For those who joined in July 2016 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answers :

1. Communication is a ————— persons.
 - (a) Exchange
 - (b) Foreign exchange
 - (c) Control
 - (d) Understanding
2. Written communication includes
 - (a) Reports and forms
 - (b) Interviews
 - (c) Film
 - (d) Speaking

3. In the communication cycle, the process of retranslation of signals into ideas is called
- (a) Encoding
 - (b) Decoding
 - (c) Response
 - (d) Feedback
4. _____ is the essential aspect of communication.
- (a) Enclosure
 - (b) Letter
 - (c) Telephone
 - (d) Feedback
5. The participants of a board meeting are _____
- (a) Member
 - (b) Directors
 - (c) Member and directors
 - (d) Outsiders
6. A collection letter is associate with _____
- (a) Debtors
 - (b) Creditors
 - (c) Company
 - (d) Customers
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. Guidelines observed in writing e-mail are accommodated in
- (a) E-mail etiquette (b) E-mail ethics
 - (c) E-mail practices (d) E-mail hacking
10. A written message which is conveyed over an electronic network is _____
- (a) Notice (b) Fax
 - (c) Telegram (d) E-mail

PART B — ($5 \times 5 = 25$ marks)

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

Each answer should not exceed 250 words.

11. (a) List down the objectives of business communication.

Or

- (b) Explain the components of the communication process.

12. (a) What are the points to be remembered while writing status information letter?

Or

- (b) What are the advantages of sales letter?

13. (a) What are the points to be covered in a job application?

Or

- (b) Write a sample covering letter for the marketing executive post.

14. (a) What are the factors to the interview ineffective?

Or

- (b) Explain the qualities of an interviewer.

15. (a) Give tips for effective usage of E-mails.

Or

- (b) Mention the advantages of teleconferencing.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Emphasize the need for communication in an organization.

Or

- (b) Explain the different types of communication.

17. (a) Explain the qualities of a good business letter.

Or

- (b) Explain the different kinds of business letter.

18. (a) 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.

Or

- (b) Draft an application in response to the following advertisement.

Wanted a sales representative willing to travel extensively in South India to distribute cosmetic power. Salary will be commensurate with qualification and experience. Apply within five days to Box.NO. 9875. The India Cosmetics Ltd., Chennai.

19. (a) Explain the different types of interview.

Or

(b) Analyse the merits and demerits of interview as a selection tool.

20. (a) Write down the ethics followed in sending messages by e-mail.

Or

(b) Elucidate the recent trends in communication technology.
