

(6 pages)

Reg. No. :

Code No. : 20457 E Sub. Code : SSCO 3 A

B.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2019.

Third Semester

Commerce — Main

Skill Based Subject — BUSINESS COMMUNICATION

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. Exchange of idea or information from one person to another is known as _____.
- (a) Telephone
 - (b) Order
 - (c) Communication
 - (d) Controlling

2. Oral communication is also known as _____ communication.

- (a) Informal
- (b) Verbal
- (c) Gestural
- (d) None of these

3. _____ consists of the name and address of the person to whom the letter is written.

- (a) Heading
- (b) Sender
- (c) Inside address
- (d) Body of the letter

4. Inquiry letter is written by _____.

- (a) Buyer
- (b) Seller
- (c) Banker
- (d) Broker

5. The application letter is _____.

- (a) a foreword
- (b) a description of your core strengths and suitability for the job
- (c) a statement of your job objective
- (d) a summary of your qualification and experiences.

6. The Application letter is _____ types.

- (a) 5
- (b) 2
- (c) 3
- (d) 4



7. _____ the first requirement of a good candidate.
- General knowledge
 - Mental alertness
 - Objectivity
 - Self confidence
8. _____ is considered to be the first step towards success.
- Practicality
 - Education
 - Dress
 - Interview letter
9. A complete communication system must include _____.
- a transmitter and receiver
 - a transmitter, a receiver, and a channel
 - a transmitter, a receiver, and a spectrum analyzer
 - a multiplexer, a demultiplexer, and a channel
10. Which of these is the easiest way of communication?
- E-mail
 - Telephone
 - Fax
 - Letter

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain the nature of communication.

Or

- (b) Explain the various types of business communication.

12. (a) Explain the contents of an order letter.

Or

- (b) Write the guidelines for drafting collection letters.

13. (a) What are the contents of resume?

Or

- (b) Write the contents of an application letter.

14. (a) What are the criteria for evaluating a candidate?

Or

- (b) What are the qualities of a good interviewer?



15. (a) What are the merits of E-mail?

Or

- (b) Write short notes on :

- (i) Fax
- (ii) Telex.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Describe the measures to overcome barriers of communications.

Or

- (b) Explain the importance of business communication.

17. (a) Write an enquiry letter to enquire the price for readymade garments.

Or

- (b) What is layout of business letters?

18. (a) Write an application letter for the post of a bank clerk.

Or

- (b) Explain the things not included while writing an application.

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19. (a) Briefly explain the process of interview.

Or

- (b) Explain the various types of interview.

20. (a) Critically examine the role of computers in business correspondence.

Or

- (b) Explain the any eight modern communication devices.
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