

(6 pages)

Reg. No. :

Code No. : 12102 E Sub. Code : CSCO 31

B.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2023.

Third Semester

Commerce

Skill Based Subject — BUSINESS COMMUNICATION

(For those who joined in July 2021–2022)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Effective communication leads to _____
 - (a) Increase productivity
 - (b) Quicker problem solving
 - (c) Stronger decision making
 - (d) All of the above
2. Inside address is _____ address.
 - (a) Sender's
 - (b) Seller's
 - (c) Both (a) and (b)
 - (d) Receivers
3. The primary goal of communication is _____
 - (a) to create noise
 - (b) to create a entertainments
 - (c) to effect of change
 - (d) to create pleasure
4. The grapevine is a
 - (a) grape wine
 - (b) a word for gossip
 - (c) a formal communication
 - (d) mass communication
5. Bank overdraft is available for _____ account holder.
 - (a) Savings bank
 - (b) Savings and fixed deposit
 - (c) Fixed deposit
 - (d) Current

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6. Marine insurance is related to
 (a) Railway transport (b) Air transport
 (c) Road transport (d) Water transport
7. Agenda is a _____
 (a) decision at the meeting
 (b) notice
 (c) matters to be discussed
 (d) none of the above
8. The circumstance in which the agent writes a letter to the principal
 (a) to increase the rate of discount
 (b) delay in supply
 (c) to reduce the price
 (d) all the above
9. Which one of the following is correct _____
 (a) carriculum (b) cariculum
 (c) curriculum (d) none of the above
10. The enclosure of letter of application is _____
 (a) Bill (b) Receipt
 (c) Price list (d) Certificates

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Define the term communication. Explain the importance of communication.
 Or
 (b) Draw the communication cycle and discuss its components.
12. (a) Write an enquiry letter regarding the stationery goods.
 Or
 (b) List out the functions of sales letter.
13. (a) Examine the various types of insurance.
 Or
 (b) Explain the following terms :
 (i) FC and S
 (ii) FPA.
14. (a) What is circulars? Point out its uses.
 Or
 (b) Specify the types of report.



15. (a) Draft an application letter for the post of Sales Manager.

Or

- (b) Suggest to improve the e.mail updates.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Identify the main objectives of business communication.

Or

- (b) Suggest how to improve the effective business letters.

17. (a) You delivered wrong goods to your customer. The customer wrote a complaint against your wrong goods delivery. Draft a letter to your customer to overcome the issue.

Or

- (b) Draft a sales letter for a newly introduced cell phone.

18. (a) Draw a letter to request for opening savings account to the bank manager.

Or

- (b) Draft a claim letter to the insurance company regarding fire occurred in your godown.

19. (a) Write short notes and explain the following terms : (i) agenda (ii) minutes.

Or

- (b) Draft a report to the management about employees salary increments.

20. (a) Identify the threats to the internet.

Or

- (b) Write an essay about social media revolution in the current scenario.

