

(8 pages)

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CERTIFICATE COURSE IN BUSINESS  
COMMUNICATION EXAMINATION, APRIL 2022.

Non-Semester

BUSINESS COMMUNICATION – I

(For those who joined in July 2005 onwards)

Time : Three hours

Maximum : 100 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. \_\_\_\_\_ is the use of body language, gestures and facial expressions to convey information to others.  
(a) Verbal (b) Non-verbal  
(c) Written (d) Visual
2. Lack of trust in sender by the receiver is \_\_\_\_\_ barrier.  
(a) Semantic (b) personal  
(c) psychological (d) organisational

3. \_\_\_\_\_ letters start with the date and salutation.  
(a) Informal (b) Business  
(c) Personal (d) Casual
4. \_\_\_\_\_ contains bullet pointed snapshots of your main skills in CV.  
(a) Profile (b) Core Skills  
(c) Career History (d) Education Skills
5. "The baby cried for a long time". For is a \_\_\_\_\_.  
(a) Noun (b) Verb  
(c) Preposition (d) Adjective
6. "He kicked the ball swiftly" is a \_\_\_\_\_ type of sentence.  
(a) Declarative (b) Imperative  
(c) Interrogative (d) Exclamatory
7. The letter written by a buyer to the seller asking for the information about goods to be purchased is called \_\_\_\_\_.  
(a) enquiry letter (b) application  
(c) sales letter (d) informal letter





8. \_\_\_\_\_ is contract between buyer and seller for the goods to be purchased while placing the order of the goods.
- (a) Letter of enquiry
  - (b) Letter of order
  - (c) Letter of appreciation
  - (d) Letter of requisition
9. Report is a form of \_\_\_\_\_ communication.
- (a) oral
  - (b) spoken
  - (c) written
  - (d) reading
10. Decision making, evaluation, strategy planning etc., in an organization often depends on \_\_\_\_\_.
- (a) Agenda
  - (b) Circular
  - (c) Emails
  - (d) Reports

PART B — (5 × 6 = 30 marks)

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

11. (a) How does the use of wrong medium affect communication?

Or

- (b) Briefly explain any two factors that help to increase the effectiveness of communication process.

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12. (a) Write a letter of recommendation for a co-worker.

Or

- (b) When will you write a letter of application? Give an example.

13. (a) Identify the parts of speech of the underlined words in the following sentences

- (i) Ravi ate an apple.
- (ii) The boy ran fast to catch the bus.
- (iii) They won the match.
- (iv) He is wearing a black dress.
- (v) Ram was late to office because of traffic.
- (vi) Hurray! We won.

Or

- (b) Identify the types of sentences

- (i) I am watching television
- (ii) Shut the door.
- (iii) Where are you from?
- (iv) I like to wear blue dress.
- (v) What is your aim?
- (vi) Don't give me lame excuses.

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[P.T.O.]





14. (a) Write a letter for cancelling the goods you ordered.

Or

- (b) What will failure to execute an order lead to? Explain.

15. (a) What are questions you will ask to yourselves while writing a report?

Or

- (b) How will you make reports more readable?

PART C — (5 × 12 = 60 marks)

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

16. (a) Explain in detail the role of communication in day-to-day life.

Or

- (b) Elucidate the Principles of adequacy and consistency help in effective communication.

17. (a) Besides 'transfer of information' what more do you think there is to letter writing?

Or

- (b) What are the different kinds of information that a business letter may convey?

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18. (a) Arrange the sentences in correct order

- (i) live long you may
- (ii) young O that I were
- (iii) he is how foolish
- (iv) flower a lovely what
- (v) me please help
- (vi) would alive were that he
- (vii) duty you do your
- (viii) letter was she a writing
- (ix) snake the killed he
- (x) present teacher was the
- (xi) bought a car I
- (xii) no Rohan has pen.

Or

- (b) Identify the sentence structure [Simple, Compound, Complex, Compound-complex]

- (i) When he left to his village, it was dark.
- (ii) We went on a long drive.
- (iii) It rained heavily and the streets were flooded.

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- (iv) Ram and Laxshman were brothers
- (v) Reading books is a good hobby.
- (vi) The system got corrupted when he tried to type his assignment.
- (vii) The flight landed at the international airport.
- (viii) The volunteers lead the procession to its destination with peace.
- (ix) The man who is wearing the white shirt is a friend of mine.
- (x) The Hindu published an article on the struggles faced by the transgender and the worse conditions in which they live
- (xi) Radha and Krishna danced for the tunes of the flute
- (xii) The party was organized well by the members.

19. (a) Elucidate the terms used in quotation.

Or

- (b) Draft a letter of enquiry and the reply for the same.

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- 20. (a) Expound the structure and the organization of a report.

Or

- (b) Read through the following memo from the Managing Director. Imagine you are the Human Resource Manager and you have to produce a report as specified in the memo. Make a list of the tasks that you will have to carry out before writing a report.

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