

(6 pages)

Reg. No. : .....

Code No. : 32095 E Sub. Code : CSCO 31

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

Third Semester

Commerce – Skill Based Subject

BUSINESS COMMUNICATION

(For those who joined in July 2021 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Appeals and representations are used in \_\_\_\_\_ communication.  
(a) Horizontal (b) Downward  
(c) Upward (d) Grapevine
2. The study of communication through touch is \_\_\_\_\_  
(a) Chronemics (b) Haptics  
(c) Proxemics (d) Semantics

3. Sales letters start with  
(a) An essay and effective way  
(b) An attention-getting device  
(c) A smooth story  
(d) Buffer
4. Complaint letter should be called \_\_\_\_\_ letters.  
(a) Persuasive (b) Sales  
(c) Inquiry (d) Claim
5. Which organization provides credit history of the borrowers?  
(a) CIBIL (b) CII  
(c) FRBI (d) IRDA
6. Which of the following was the present company of New India Assurance ?  
(a) LIC (b) GIC  
(c) OIC (d) UII

7. The report is always written in \_\_\_\_\_ manner.
- (a) Sequential (b) Irregular  
(c) Horizontal (d) Data biased
8. The length of informal report should be
- (a) 1-3 pages (b) 13 pages  
(c) 1/5 pages (d) Full page
9. Online discussion through posts about various topics is called
- (a) E-Discussion (b) E-Groups  
(c) E-mail (d) Chat
10. A two way video conversion among multiple participants is called
- (a) Video chatting (b) Video talking  
(c) Video conferencing (d) Video watching

PART B — (5 × 5 = 25 marks)

Answer ALL questions either (a) or (b).  
Each answer should not exceed 250 words.

11. (a) Briefly explain the principles of communication.
- Or
- (b) List out the kinds of business letters.

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12. (a) What are trade enquiries?
- Or
- (b) List out various contents of an order letter.
13. (a) Write a Letter to bank manager for getting an overdraft facility for your business concern.
- Or
- (b) Why are agencies needed?
14. (a) Write a note on short report.
- Or
- (b) Write short note on: (i) Agenda (ii) Quorum
15. (a) Describe types of interview.
- Or
- (b) What is video-conference? State its merits and demerits.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)  
Each answer should not exceed 600 words.

16. (a) State and explain merits and demerits of oral communication.
- Or
- (b) Explain the various components of a business letter.

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[P.T.O.]

17. (a) What are the hints should be noted while drafting a letter delay in execution of orders.

Or

(b) Explain the hints on drafting a letter of complaints.

18. (a) Explain the features of correspondence in the banking industry.

Or

(b) Write a letter to an insurance company asking them detail about package available for life insurance.

19. (a) What is minutes? What are the hints on writing of minutes?

Or

(b) Explain briefly the requisites of a valid meeting of a company.

20. (a) Explain classification of business reports.

Or

(b) Enumerate the various modern forms of communication and their merits and demerits.

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