

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

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

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2. Inside address is \_\_\_\_\_ address.

- (a) Sender's (b) Seller's  
(c) Both (a) and (b) (d) Receiver's

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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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.

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[P.T.O.]

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.

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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.

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