

19U245

(Pages: 2)

Name :

Reg. No

SECOND SEMESTER B.Com. (PROFESSIONAL) DEGREE EXAMINATION, APRIL 2020

(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

CC17U BCP2 B07 – BUSINESS COMMUNICATION

(Core Course)

(2017 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

Part A

Answer *all* questions. Each question carries 1 mark.

Choose the correct answer:

1. What is the meaning of **Encl.** at the end of a business letter?
(a) Enacted (b) Enclosures (c) Encase (d) Encircle
2. **NOMA** is
(a) National Office Management Association of America
(b) National Opportunity Management Authority of America
(c) National Office Management Authority of America
(d) National Office Maintenance Authority of Asia
3. Anything that obstructs communication is said to be a
(a) Hindrance (b) Obstacle (c) Barrier (d) None of these
4. A written or typed communication sent through a telex machine
(a) Telegraph message (b) telegram
(c) Fax message (d) E-mail
5. The list of books of reference is known as
(a) Synopsis (b) Bibliography (c) Enclosure (d) Preface

Fill in the blanks:

6. Facial expression is an example of communication.
7. A formal record of a meeting is called
8. The Abstract, also called is a summary of a report.
9. A letter is a formal message, sent to a number of persons.
10. The process of correcting or refusing to set right the matter is referred to as in business circles.

(10 x 1 = 10 Marks)

PART B

Answer any *eight* questions. Each question carries 2 marks.

11. What is plagiarism?
12. What do you mean by Glossary?
13. What is a memo?
14. What is horizontal communication?
15. Define grape wine style of communication.
16. What is a notice?
17. List out any four media used for communication.
18. Why is Feedback important in communication?
19. Define communication.
20. What are the parts of a report?

(8 x 2 = 16 Marks)

Part C

Answer any *six* questions. Each question carries 4 marks.

21. Discuss the five characteristics of an effective communication.
22. Write a note on types of report.
23. Briefly explain the barriers to communication.
24. Explain different types of non- verbal communication.
25. List out common errors in English.
26. List out the purposes of banking correspondence.
27. Write a short note on the major causes of a complaint.
28. List out the characteristics of banking correspondence.

(6 x 4 = 24 Marks)

Part D

Answer any *two* questions. Each question carries 15 marks.

29. What is the structure of an e-mail? Discuss E-mail etiquette.
30. Write an essay on the barriers to communication, highlighting the means to overcome them.
31. Explain the tips for a professional power point presentation.

(2 x 15 = 30 Marks)
