

23U254

(Pages: 2)

Name:

Reg. No:

SECOND SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, APRIL 2024

(CUCBCSS-UG)

(Regular/Supplementary/improvement)

CC17U BCP2 B07 – BUSINESS COMMUNICATION

(Core Course)

(2017 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

Part I

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

1. Language barrier is also known as barrier.
a. Physical b. Semantic c. Cultural d. Psychological
2. is an example of non-verbal communication.
a. Gesture b. E-mail c. Notice d. Memo
3. is defined as letters used to circulate any message to a huge number of audiences simultaneously.
a. Memo b. Circular c. Draft d. Letter
4. in business report highlights the entire content of a report as short summary
a. Introduction b. Bibliography c. Reference list d. Executive summary
5. is an ideal form of communication to send work details to employees
a. E-conferencing b. Physical meeting c. E-mail d. Notice
6. In part of the business report, references are listed at the end.
7. Letters and memos are example of type of communication.
8. barriers are those that arise due to lack of similarities among the different cultures across the world.
9. Pictures, charts, and diagrams, that help people understand and remember information is called
10. is an example of modern communication technology.

(10 × 1 = 10 Marks)

Part II (Short answer questions)

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

11. What is verbal communication?
12. Identify any two features of effective communication.

13. What do you mean by quotations?
14. What is a follow up letter?
15. Define business reports.
16. Differentiate between memo and notice.
17. What is semantic barrier?
18. Define visual aids.
19. What is inter personal communication?
20. What is social networking?

(8 × 2 = 16 Marks)

Part III (Long essays)

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

21. Why business communication is very important?
22. Explain various barriers of communication.
23. What is Resume? What are the contents of a good resume?
24. Prepare a job application letter.
25. What are the various types of business report?
26. Explain the importance of oral presentation.
27. What are the good qualities of an oral presentation?
28. Differentiate between verbal and non-verbal communication.

(6 × 4 = 24 Marks)

Part IV (Long essays)

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

29. Communication technology has reduced the cost and improved the speed of communication. Do you agree? Elucidate.
30. Enumerate the contents of a business report.
31. Explain the ethics in business communication.

(2 × 15 = 30 Marks)
