17U264		(Pages: 2)	Name:
			Reg. No
SECON	D SEMESTER B.Com (PROFES	*	EXAMINATION APRIL 2018
	`	JCBCSS- UG)	NICATION
	CC17U BCP2 B07 - B	Core Course)	NICATION
		(Regular)	
Time: Three Hours			Maximum: 80 Marks
		Part A	
	Answer <i>all</i> questions	s. Each question carrie	es 1 mark.
	se the correct answer:		
1.	Resistance to change is a	barrier to cor	nmunication.
	A. Psychological	B. Physiological	
	C. Sociological	D. Cultural	
2.	A formal, objective, written communication is known as		
	A. Cover letter	B. Report	
	C. Telegram	D. None of these	
3.	Circulars come under		
	A. Casual talk	B. Upward comm	unication
	C. Downward communication	D. None of these	
4.	4. The person who decodes the message is the		
	A. Sender	B. Transmitter	
	C. Both A & B	D. Receiver	
5.	Voice modulation comes under		
	A. Non- verbal communication	B. Formal commu	nication
	C. Written communication	D. None of these	
Fill in	the Blanks:		
6.	communication takes place between employees who are at the same		
	level of hierarchy in an organization.		
7.	is written or typed communication conveyed over an electronic		
	network.		
8.	Lack of proper attention is a	to commu	inication.
	Business correspondence is also k		
10) in a business rep	ort functions as a dict	ionary.
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 $(10 \times 1 = 10 \text{ Marks})$

Part B

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

- 11. What do you mean by Bcc in an e-mail?
- 12. Define report.
- 13. What are the different types of insurance?
- 14. What is CV?
- 15. What do you mean by Ethics in communication?
- 16. List out the five principles of a business report.
- 17. What do you mean by feedback?
- 18. List out the elements of communication process.
- 19. Which are the components of a Notice?
- 20. What are different types of business reports?

 $(8 \times 2 = 16 \text{ Marks})$

Part C

Answer any six questions. Each question carries 4 marks.

- 21. Explain the advantages of e-mail.
- 22. Comment on the features of SMS.
- 23. Elaborate on the functions of business correspondence.
- 24. Elaborate on the barriers to communication.
- 25. Give a brief account on: Superscript of a business letter.
- 26. Discuss the ethical issues of communication.
- 27. Briefly explain: the kinds of business letters.
- 28. What is body language? Explain how body language affects a presentation.

 $(6 \times 4 = 24 \text{ Marks})$

Part D

Answer any two questions. Each question carries 15 marks.

- 29. Explain the structure of a job application letter.
- 30. Elaborate on 'The tips for effective presentation'.
- 31. Discuss various modern means of communication.

 $(2 \times 15 = 30 \text{ Marks})$
