

20U245

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Name:

Reg. No.....

SECOND SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, APRIL 2021

(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. A formal, objective, written communication is known as
 - a. Cover letter
 - b. Report
 - c. Telegram
 - d. None of these
2. The person who encodes the message is the
 - a. Receiver
 - b. Transmitter
 - c. Both A & B
 - d. Sender
3. Which of the following is a non-verbal communication?
 - a. Email
 - b. Meeting
 - c. Telephone
 - d. Interview
4. Which of the following is included in the Appendix of a Business Report?
 - a. Author's name
 - b. Findings
 - c. References
 - d. Graphs
5. Which one among the following is NOT an external communication?
 - a. A complaint from a customer
 - b. A letter from a bank
 - c. A call from the Line Manager
 - d. An order from a local governing body

Fill in the Blanks:

6. Business correspondence is also known as
7. Grapewine is a type of communication.
8. facilitates sending the same message simultaneously to many recipients.
9. Eye contact is a communication.
10. in a business report functions as a dictionary

(10 × 1 = 10 Marks)

PART B

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

11. Define Verbal & Non-verbal communication.
12. What do you mean by decoding?
13. What is communication?

14. List out the different types of Business Reports.
15. What do you mean by Social Media?
16. What is Paraphrasing?
17. Name any four components of an email.
18. Describe 'Ethics' in communication.
19. What is a letter of enquiry?
20. Differentiate between gesture and posture.

(8 × 2 = 16 Marks)

Part C

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

21. Describe the advantages and disadvantages of video conferencing.
22. Comment on the features of SMS.
23. Explain how body language influences a presentation.
24. List out the major components of a Resume.
25. Briefly explain the rules of impressive writing.
26. Elucidate on the merits of effective communication.
27. Attempt a short note on financial reporting.
28. Give an account on the Superscript of a business letter.

(6 × 4 = 24 Marks)

Part D

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

29. Technology has revolutionized business communication. Elucidate with examples.
30. Discuss the outline of a business report.
31. Discuss the merits and demerits of social networking in business communication of the current times, with special reference to the pandemic period.

(2 × 15 = 30 Marks)
