

18U270

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Name.....

Reg. No.....

SECOND SEMESTER B.Com (PROFESSIONAL) DEGREE EXAMINATION APRIL 2019

(Regular/Supplementary/Improvement)

(CUCBCSS- UG)

CC17U BCP2 B07 - BUSINESS COMMUNICATION

B.Com. Professional - Core Course

(2017 Admission onwards)

Time: Three Hours

Maximum : 80 Marks

Part A

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

A. Choose the correct answer:

1. The person who sends the message is the
 - a. Medium
 - b. Decoder
 - c. Encoder
 - d. None of these
2. Communication is a
 - a. One –way process
 - b. two-way process
 - c. Multi-way process
 - d. None of these
3. ‘Dear Sir’ etc. come under
 - a. Casual talk
 - b. The superscription
 - c. The salutation
 - d. The subscription
4. Another term for business correspondence is
 - a. Public correspondence
 - b. Private correspondence
 - c. Feedback
 - d. Commercial correspondence
5. Gestures come under
 - a. Non- verbal communication
 - b. Formal communication
 - c. Written communication
 - d. None of these

B. Fill in the Blanks:

6. The primary objective of communication is _____
7. _____ differ from person to person.
8. The term Semantic barrier means _____ barrier.
9. Business correspondence can be used as a _____ for future.
10. Memo is the short form of the word _____

(10 x 1 = 10 Marks)

Part B

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

11. What is communication?
12. What are collection letters?
13. What are the different types of insurance?
14. How are reports classified?
15. Give any FOUR means of Non- verbal communication.
16. Write any FOUR examples of media used in written communication.
17. What do you mean by organizational barriers to communication?
18. List out different functions of communication.
19. Which are the elements of communication process?
20. What do you mean by E- correspondence?

(8 x 2 = 16 Marks)

Part C

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

21. Explain the merits of effective communication.
22. Explain the advantages and disadvantages of video conferencing.
23. Write a note on: Different types of business reports.
24. Elaborate on the methods to overcome the barriers to communication.
25. Give a brief account on different types of non-verbal communication.
26. Discuss some of the disadvantages of e-mail.
27. Briefly explain letter of transmittal.
28. Explain how memos are written.

(6 x 4 = 24 Marks)

Part D

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

29. Explain the structure of a long business report.
30. Elaborate on 'The Principles of Communication'.
31. Draft an application letter in response to an advertisement, inviting candidates for the post of Chartered Accountant Trainees.

(2 x 15 = 30 Marks)
