

**22U254**

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Name: .....

Reg. No: .....

**SECOND SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, APRIL 2023**

(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.

A. Choose the correct answer.

1. The act of translating symbols in communication into their ordinary interpretation is known as:  
(a) Coding                      (b) Decoding                      (c) Encoding                      (d) Listening
2. Choose a complimentary close from the following.  
(a) Dear sir                      (b) yours faithfully                      (c) Name & signature                      (d) your's faithfully
3. Computer files sent along with an e- Mail message is known as:  
(a) Reference                      (b) Carbon copy                      (c) File folder                      (d) Attachment
4. One who has the knowledge of everything:  
(a) Sinecure                      (b) Omnipotent                      (c) Omniscient                      (d) Brittle
5. A person coming to live in a foreign country is:  
(a) Emigrant                      (b) Expedient                      (c) Immigrant                      (d) Counsel

B. Fill in the blanks:

6. Polite way of ending a letter is with a \_\_\_\_\_
7. Any disturbances which occurs in the process of communication is termed as \_\_\_\_\_
8. \_\_\_\_\_ is an orderly presentation of facts about a specific business activity or programme.
9. L.C.D Projectors and flip chart are \_\_\_\_\_
10. A letter that accompanies a Resume is called \_\_\_\_\_

**(10 × 1 = 10 Marks)**

**PART B**

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

11. What is Oral communication?
12. Define Mass communication.

13. What is an Enclosure?
14. Define Memo.
15. What is Post Script?
16. What is the difference between S M S and e-Mail?
17. What is financial report?
18. What is a Circular?
19. What is communication?
20. What is video conferencing?

**(8 × 2 = 16 Marks)**

### **PART C**

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

21. Explain the role of visual aids in oral communication.
22. Explain the basic elements of communication process.
23. Explain the format of a Memo.
24. Differentiate between Chronological Resume and Functional Resume.
25. Discuss the format of a formal letter.
26. How will you draft an e-Mail for formal communication?
27. Discuss various types of visual communication.
28. Explain the functions of business letter.

**(6 × 4 = 24 Marks)**

### **PART D**

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

29. Explain different barriers to communication.
30. Explain briefly the steps in writing a Resume.
31. Discuss the role, effects and advantages of technology in business communication.

**(2 × 15 = 30 Marks)**

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