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Reg. No. :

Code No.: 12064 E Sub. Code: CSCO 31

B.Com. (CBCS) DEGREE EXAMINATION,
APRIL 2025.

Third Semester

Commerce

Skill Based Subject – BUSINESS COMMUNICATION

(For those who joined in July 2021 and 2022 only)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The term "Communis" derived from _____ world.

- (a) English (b) China
(c) Latin (d) Greek

2. Appeals and representations are used in _____ communication.

- (a) Grapevine (b) Upward
(c) Downward (d) Horizontal

3. Sales letters start with

- (a) Buffer
(b) A smooth story
(c) An attention getting device
(d) An essay and effective way

4. Orders and directives are the example of _____ communication.

- (a) Horizontal (b) Diagonal
(c) Upward (d) Downward

5. Which organization provides credit history of the borrowers?

- (a) IRDA (b) FRBI
(c) CII (d) CIBIL

6. Which of the following is not a public sector bank in India?

- (a) Vijaya Bank (b) IDBI Bank
(c) Federal Bank (d) Andhra Bank

7. The report is always written in _____ manner.
- (a) Data biased (b) Horizontal
(c) Irregular (d) Sequential
8. An agenda prepared in connection with _____.
- (a) Personal notes (b) Exhibition
(c) Business Tours (d) Meeting
9. Online discussion through posts about various topics is called _____.
- (a) Chat (b) E-mail
(c) E-Groups (d) E-Discussion
10. A resume summarizes the following :
- (a) Hobbies
(b) Education and Experience
(c) Personality
(d) Strength and Weakness

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) State the importance of business communication.
- Or
- (b) Briefly explain the principles of communication.
12. (a) Explain the elements of a good letter of complaint.
- Or
- (b) What are trade enquiries?
13. (a) Briefly explain the elements of a good banking correspondence.
- Or
- (b) Write a letter to bank manager for getting an overdraft facility for your business concern.
14. (a) Write a note on qualities of a good report.
- Or
- (b) Write a note on short report.

15. (a) What are the different types of business report?

Or

- (b) Describe types of interview.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Explain the barriers of communication.

Or

- (b) State and explain merits and demerits of oral communication.

17. (a) What is enquiry letters? What are the points to be considered while writing it?

Or

- (b) What are the hints should be noted while drafting a letter delay in execution of orders?

18. (a) Write a letters a bank seeking collateral security from a customer.

Or

- (b) Explain the features of correspondence in the banking industry.

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19. (a) Write down the steps involved in report writing.

Or

- (b) What is minutes? What are the hints on writing of minutes?

20. (a) Explain the guidelines to be observed during on interview.

Or

- (b) Explain classification of business reports.
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