

## SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2023

(Regular/Improvement/Supplementary)

B.Com Professional

GBCP2B07T: BUSINESS COMMUNICATION

Time: 3 Hours

Maximum Marks: 80

**PART A: Answer all the questions. Each carries one mark.**

Choose the correct answer.

1. The method or the means by which the message is transferred from the sender to the receiver is known as the \_\_\_\_\_ of the message.  
a) Channel                      b) Board                      c) Repository                      d) Bank
2. The primary goal of communication is to \_\_\_\_\_.  
a) Create barriers                      b) Create noises                      c) Effect a change                      d) Use the channel.
3. A circular is an example of \_\_\_\_\_.  
a) Information letter                      b) Sales letter                      c) Purchase letter                      d) Goodwill letter
4. Choose the correct synonym for *Abstain*.  
a) Refrain                      b) React                      c) Restrict                      d) Remain
5. Some common eLearning sites are \_\_\_\_\_.  
a) Udemy                      b) Coursera                      c) Skillshare                      d) All of the above

**Fill in the Blanks.**

6. \_\_\_\_\_ letter is a response to a written complaint.
7. \_\_\_\_\_ is an orderly, objective communication of factual information that serves some business purpose.
8. \_\_\_\_\_ can be used to show massive data, complex quantities or dynamic data.
9. The word opposite in meaning of hope is \_\_\_\_\_.
10. \_\_\_\_\_ allows to send a file through e-mail.

(10 × 1 = 10 Marks)

**PART B: Answer any eight questions. Each carries two marks.**

11. What is an enquiry?
12. What is an inter-office memo?
13. Differentiate between Vertical and lateral reports
14. What is homonym?
15. Give two synonyms for abundant.
16. What are bullets and numbering in a PowerPoint presentation?
17. What is Twitter?
18. Mention some of the email services.
19. How can I send a mail which has come to me from my manager to my subordinate without retyping?
20. Mention about the use of SMS in business communication.

(8 × 2 = 16 Marks)  
(PTO)

**PART C: Answer any six questions. Each carries four marks.**

21. Explain the contents of a business letter.
22. Prepare an agenda for an FDP conducted on "Case Analysis" in the department.
23. What is a proposal? Explain its purpose.
24. Mention some tips for choosing the right words in communication.
25. Explain psychological barriers.
26. What are the factors that help in making oral presentation effective?
27. What techniques can you use to get an audience's attention during your introduction?
28. Explain the role of social networking in communicating with customers.

**(6 × 4 = 24 Marks)**

**PART D: Answer any two questions. Each carries fifteen marks.**

29. What is Business Communication? Explain the importance of business communication in the current competitive world.
30. Prepare a job application letter for the post of HR executive in Softech, a software development company in Calicut. The letter has to be prepared as a response to a newspaper advertisement.
31. Explain the factors to be identified for preparing an effective business report.

**(2 × 15 = 30 Marks)**