

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2024**(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 mental process through which the receiver extracts the meaning from the words, symbols, pictures encoded by the sender in the message.
 - a) Decoding.
 - b) Encoding.
 - c) Drafting.
 - d) Dictating.
2. _____ is a very precise form of a job profile, which contains details like academics, skillset, and past record of employment. It does not include sections of hobbies, father's name, religion, etc.
 - a) Resume.
 - b) CV.
 - c) Biodata.
 - d) Job application.
3. Which part of a business report sums up the main points of the report?
 - a) Executive summary.
 - b) Introduction.
 - c) Conclusion.
 - d) Appendix.
4. In my report I have to compare two sets of data. Which graph will be suitable for me?
 - a) Bar graph.
 - b) Scatter chart.
 - c) Pie Chart.
 - d) Bubble chart.
5. An unsolicited e-mail send to many recipients at the same time is known as _____.
 - a) Inbox.
 - b) Draft.
 - c) Spam.
 - d) Virus.

Fill in the Blanks.

6. _____ is the study of the role of eye contact in non-verbal communication.
7. In business or commerce, an order is a stated intention, either spoken or written, to engage in a commercial transaction for specific products or services. From a buyer's point of view, it expresses the intention to buy and is called a _____.
8. _____ can be made to a large number of customers in the form of general terms and in the form of printed circular letter.
9. _____ is a word opposite or contrary in meaning to another word.
10. _____ enables two or more people who are simultaneously connected to the Internet to hold live, interactive conversations.

(10 x 1 = 10 Marks)**(PTO)**

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

11. What is Proxemics?
12. Define communication barrier.
13. What is a business letter?
14. Comment on inter-office memo.
15. What are the details to be included in the executive summary of a report?
16. Can we use facebook for communication with customers? Explain.
17. What is the full form of CC and BCC in email? What is its purpose?
18. What do you mean by ethics in communication?
19. Comment on social networking.
20. What is Twitter?

(8 × 2 = 16 Marks)

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

21. Prepare a quarterly sales report showing the projected and actual sales.
22. Explain the functions of non-verbal communication.
23. Is there any difference between text messaging and instant messaging?
24. Explain the importance of good vocabulary in business communication.
25. Prepare a notice regarding the change in class timing in an educational institution.
26. What is a sales promotion letter? Narrate a situation where we use it.
27. Explain personal barriers.
28. How can we make effective use of body language?

(6 × 4 = 24 Marks)

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

29. You have surrendered your leave and you have not yet received the amount even after three months. Write a complaint letter to the HR Manager.
30. Explain the importance of adding visual elements in a report.
31. Explain the points to note while creating effective slides for an oral presentation.

(2 × 15 = 30 Marks)