

(FOR THE CANDIDATES ADMITTED

22UBP6E6

DURING THE ACADEMIC YEAR 2022

ONLY)

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : MAY -2025

B.COM BPS-SF

MAXIMUM MARKS: 50

SEMESTER-VI

TIME : 3 HOURS

PART – III

22UBP6E6-EXECUTIVE COMMUNICATION

SECTION – A

(10 X 1 = 10 MARK)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. The information the receiver gets is called _____

- a) message. b)output. c)input. d)source

2.A motivated worker does not need much _____

- a) supervision. b)encouragement. c)advice. d) suggestion

3.A circular is a form of _____

- a) oral communication.
b) face-to-face communication.
c) group communication.
d) visual communication

4.An Agenda is prepared in connection with the _____

- a) Meeting. b) Business tours.c) Exhibition.d)Personal notes.

5.Which office machine allows the user to put a stamped impression on an envelope?

- a) Fax machine b) Franking machine c) Photocopier d) Computer

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6.What do you mean by communication skills?

7.Write any four examples of verbal communication.

8.What is bank correspondence ?

9.What is an unsolicited letter of enquiry?

10.What do you mean by Multimedia?

SECTION – B

(5 X 3 = 15 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.(K3)

11. a) State the importance of communication.

(OR)

b)Why is ethics important in business communication?

Ethical paper

(CONT...2)

12. a) Mention the advantages of the block form lay-out of a business letter.
(OR)
b) Why do we use foreign words and phrases in communication?
13. a) Outline the various kinds of interview.
(OR)
b) How to draft a letter of sale?
14. a) Write about the advantages of order forms.
(OR)
b) What are the requisites for drafting an office circular?
15. a) What distinguishes between traditional and modern forms of communication?
(OR)
b) What are the uses of e-mail?

SECTION – C**(5 X 5 = 25 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS (K4 (Or) K5)**

16. a). Enumerate the principles of effective business communication.
(OR)
b) What are the barriers to communication? How can these be removed?
17. a) Narrate the situational examples of nonverbal communication in the workplace.
(OR)
b) Explain the functions of business letters.
18. a) You wish to stock Laptops in one of your stores, Draft an inquiry letter to a dealer
(OR)
b) Describe the principles to be kept in mind while drafting letters of complaint and adjustments with suitable examples.
19. a) Draft a letter to the insurance company about a fire accident that took place at your Warehouse and request them to complete legal proceedings immediately.
(OR)
b) 'Collect money, but keep the customer'. Explain the significance of this statement.
20. a) What is Website? Explain its uses in business.
(OR)
b) Describe the new age of communication channels available in the business world.

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