

[AC - S 139 B]

M.Com. DEGREE EXAMINATION

First Semester

BUSINESS COMMUNICATIONS

(Effective from the admitted batch of 2022-2023)

Time : 3 Hours

Max. Marks: 70

1. *Section A consists of EIGHT short answer questions out of which the candidate has to answer any FIVE questions.*
2. *Section B consists FIVE questions. Each question consists (a) or (b) from each questions.*

SECTION - A

(5 × 4 = 20)

1. *Answer any FIVE of the following :*

- (a) Feed Back ✓
- (b) Encoding ✓
- (c) Audio Visual Communication
- (d) Johari Window ✓
- (e) Transactional Analysis
- (f) Essential parts of the Report
- (g) Executive Summary
- (h) Social Media

SECTION - B

(5 × 10 = 50)

Answer All questions.

2. (a) Briefly explain how business communication is different from social communication.

(OR)

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(b) State the importance and objectives of business communication.

3. (a) Explain the difference between formal and informal communication.

(OR)

(b) What are the different communication styles? ✓

4. (a) Explain any five barriers to effective listening. ✓

(OR)

(b) Discuss the gateways of communication.

5. (a) What is a report? Write steps in erecting a report.

(OR)

(b) State the difference between formal reports and informal reports.

6. (a) Explain the use of electric media in business communication.

(OR)

(b) What are the advantages and problems in communication through visuals? ✓

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