



Reg. No. :

Name :

Fourth Semester B.Com. Degree Examination, July 2018
Career Related First Degree Programme under CBCSS
Core Course V : TT 1441/CX 1441/HM 1441
BUSINESS COMMUNICATION AND OFFICE MANAGEMENT
(Common for Commerce and Tourism and Travel Management/Commerce
and Tax Procedure and Practice/Commerce and Hotel Management and
Catering)
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** or **two** sentences **each**. Each question carries **1** mark.

1. Define mass communication.
2. Explain encoding and decoding.
3. What is a circular ?
4. Define report.
5. Define office management.
6. Define office layout.
7. What is a resume ?
8. Define agenda.
9. What is meant by E-mail ?
10. Define indexing.

(10×1=10 Marks)



SECTION – B

Answer **any eight** questions in **not** exceeding **one** paragraph **each**. **Each** question carries **2** marks.

11. Distinguish between Inter-personal and Intra-personal communication.
12. What are the advantages of oral communication ?
13. What is transactional leadership ?
14. What is an interview ? For what purpose is it used ?
15. What is salutation ? Give four examples.
16. What is an order letter ?
17. What do you mean by ethics of communication ?
18. State briefly the essential requirements of a good resume.
19. What is group discussion ? State two purposes.
20. What is a video conference ?
21. Define 'Kinesics'.
22. What is alphabetical filing ?

(8×2=16 Marks)

SECTION – C

Answer **any six** questions in **not** exceeding **120** words **each**. **Each** question carries **4** marks.

23. Elaborate the various steps involved in mastering communication skills.
24. Briefly explain any four channels of written communication skills.
25. Draft a notice calling a meeting of the managing committee of a college association of which you are the secretary.
26. Elucidate the essential qualities of a business letter.
27. Briefly explain the essential parts of a report.
28. Explain briefly socio-psychological barriers to communication.



29. Discuss briefly the activities of a modern office.
30. What are the guiding principles of good office layout ?
31. Draft an order letter on behalf of Vimal Textiles, 8th Cloth Market Agra – (UP) to Messrs. Shanker and CO., Wholesale dealer in Textiles, Kanpur for the supply of 1000 Meters of shirtings specifying details – colours-quality, mode of delivery, payment etc. **(6×4=24 Marks)**

SECTION – D

Answer **any two** questions. **Each** question carries **15** marks.

32. Discuss in detail the need and significance for internal and external communication in business organizations.
 33. What is records management ? Discuss the essentials of good filing system. Also explain the classification and arrangement of files.
 34. Explain the merits and demerits of written communication. Explain also the essential parts of a typical business letter.
 35. Define communication. What are the elements in the process of communication ? Discuss the role electronic media in the progress of communication with examples. **(2×15=30 Marks)**
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