



U7652

Reg. No.:

Name:.....

**University of Kerala**

First Semester Degree Examination, November 2024

Four Year Under Graduate Programme

Discipline Specific Core Course

COMMERCE**UK1DSCCOM102- BUSINESS COMMUNICATION AND DOCUMENTATION**

Academic Level: 100-199

Time: 2 Hours**Max. Marks:56****Part A.****Answer All Questions , Objective Type.1 Mark Each.****(Cognitive Level:Remember/Understand)****6Marks. Time:5 Minutes**

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
1.	The term “Communis” is derived from the word. a) Greek b) Latin c) Chinese d) English	Remember	CO1.
2.	Informal communication is otherwise known as a) Grapevine b) Lateral c) Visual d) Horizontal	Remember	CO1
3.	Choose the one, which is not part of the 7c’s of communication a) Correctness b) Clarity c) Character d) Conciseness	Understand	CO1
4.	Which of the following is not an example of group communication? a) Debate b) Conference c) Speech d) Seminar	Understand	CO3

5.	Which part of the letter consists of an email address, telephone and fax number? a) Enclosure b) Salutation c) Letter head d) Signatory	Understand	CO2
6.	Name the document that outlines the items to be discussed and the tasks to be accomplished in a meeting. a) Minutes b) Agenda c) Report d) Circular	Understand	CO3

Part B.

Answer All Questions ,Two-Three sentences. 2 Marks Each.

(Cognitive Level:Understand/Apply)

10 Marks. Time: 20Minutes

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
7.	What do you mean by minutes of a meeting?	Understand	CO3
8.	What is an ordinary resolution?	Understand	CO3
9.	What do you mean by horizontal flow of communication?	Understand	CO1
10.	What are the essentials for drafting a business letter	Apply	CO2
11.	How the non-verbal cues help in a communication	Apply	CO2

Part C.

Answer all 4 questions, choosing among options within each question. Short Answer. 4

Marks Each. (Cognitive Level:Understand/Apply)

16Marks.Time: 35Minutes

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
12.	a) Explain the barriers of business communication OR b) Describe the 7 C's in business communication	Understand	CO1
13.	a) What are the main requirements for preparing a collection letter. OR b) An FAQ page is one of the simplest ways to improve your site and help site visitors and users. If you have an online boutique, what are the steps taken for preparing a FAQ section in your website	Apply	CO2

14.	a) Write a letter to ABC Ltd. Company to complain that the stocks sent by them were not those you had ordered for. Ask for a replacement. OR b) Prepare a job application letter for the post of an accountant in a company	Apply	CO2
15.	a) Explain the role of chairperson in a business meeting OR b) What are the steps taken for the successful conduct of a meeting in an organization.	Understand	CO3

Part D.

**Answer all 4 questions, choosing among options within each question. Long Answer. 6 Marks Each. (Cognitive Level: Understand/Apply)
24 Marks. Time: 60 Minutes**

Qn. No.	Question	Cognitive Level	Course Outcome(CO)
16.	a) Differentiate between formal and informal communication OR b) Explain the principles of effective business communication	Understand	CO1
17.	a) What are the requirements for a good business quotation OR b) What are the usages of Chabot's in a business communication	Apply	CO2
18.	a) What are the modern methods of conferencing OR b) Social media communication has brought about significant impacts on various aspects of society. Explain?	Understand	CO3
19.	a) You are the owner of ABC Limited. You have received orders from a customer, but it is not possible to deliver the goods on the said date, so write a letter to the customer about the delay in fulfilling the order. OR b) You have bought a Bluetooth speaker from an online store. Unfortunately, the product was damaged. Prepare an enquiry letter for return and exchange of the damaged product.	Apply	CO2