

Reg. No. : .....

Name : .....

**Second Semester B.Com. Degree Examination, May 2020**

**First Degree Programme Under CBCSS**

**Core Course : CO 1241/CC 1241**

**BUSINESS COMMUNICATION AND OFFICE MANAGEMENT**

**(Common for Commerce/Commerce with Computer Applications)**

**(2014 Adm to 2017 Adm)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

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

1. Define communication.
2. What is a conference?
3. What is encoding?
4. Define 'Office'.
5. What is 'agenda'?
6. What is Complementary Close?
7. What is salutation?

P.T.O.

8. What do you mean by testimonials?
9. Define Resolution.
10. What is a report?

**(10 × 1 = 10 Marks)**

**SECTION – B**

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

11. Briefly explain the objectives of communication.
12. What is interpersonal communication?
13. Distinguish between filing and indexing.
14. Give a brief account of employment interviews.
15. What is a resume?
16. Give any two demerits of written communication.
17. Furnish any four examples of mass communication media.
18. What is horizontal communication? Give an example.
19. What do you understand by centralized filing?
20. Briefly explain the principles of record keeping.
21. What are the steps involved in office layout.
22. What is a card index?

**(8 × 2 = 16 Marks)**

### SECTION – C

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

23. What are the advantages of oral communication?
24. What do you mean by formal communication? Give examples.
25. What is the importance of effective communication in business?
26. What are the objectives of office layout?
27. What are the points to be borne in mind while drafting an order letter?
28. What are the different types of presentations?
29. Explain briefly the principles of effective communication.
30. What are the different types of interviews?
31. Explain the principles of oral presentation.

**(6 × 4 = 24 Marks)**

### SECTION – D

Answer **any two** questions in not exceeding four pages each. Each question carries **15** marks.

32. Discuss the barriers to effective communication.
33. Discuss the essential parts of a business letter.
34. Draft a letter of order for goods on the basis of quotation, asking for guaranteed delivery date.
35. Discuss in detail the basic functions of an office.

**(2 × 15 = 30 Marks)**