



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

Second Semester B.Com. Degree Examination, June 2015

First Degree Programme under CBCSS

Core Course: Commerce – III

AUCO241: Business Communication and Office Management

Time: 3 Hours

Max. Marks: 80

SECTION – A

Answer ALL questions in one or two sentences.

1. What is diagonal communication ?
2. What do you mean by grapevine ?
3. What is encoding ?
4. Define Business Communication.
5. Define Softskill.
6. What is a resume ?
7. What is Proxemics ?
8. What do you mean by Post Script ?
9. What is Office Layout ?
10. What is 'Voice mail' ?

(10 x 1 = 10 Marks)

SECTION – B

Answer any EIGHT questions, each in a short paragraph not exceeding 50 words.

11. What are the advantages of electronic mail ?
12. Write a short note on qualities of office manager.
13. What are the principles of record keeping ?

P.T.O.

14. Differentiate data from information.
15. What do you mean by short message service ?
16. Write a short note on Indexing.
17. What are the different types of filing system ?
18. Mention the essentials for a good Business letter.
19. What do you mean by 'on – line application form' ?
20. What are the channels of communication ?
21. What are the elements of communication process ?
22. Write any four uses of record keeping.

(8 x 2 = 16 Marks)

SECTION – C

Answer any SIX questions, each in a paragraph not exceeding 120 words.

23. What is Oral Communication ? Explain its merits and demerits.
24. Explain Communication Network.
25. What are the main parts of a Business letter ?
26. Give the specimen of a resume.
27. What are the needs for communication in an organization ?
28. What are principles of effective communication ?
29. Distinguish video conferencing from tele conferencing.
30. What are the advantages and disadvantages of internet ?
31. Explain any four types of Business Letters.

(6 x 4 = 24 Marks)

SECTION – D

Answer any TWO questions, not exceeding four pages.

32. What are the different forms of Business Communication ?
33. What are the characteristics of an effective presentation ?
34. Define Ethics. Explain the concept of ethical communication in business.
35. Write a letter asking the candidate to appear for an interview for the post of a sales representative.

(2 x 15 = 30 Marks)
