



Reg. No.:

Name:

University of Kerala

First Semester FYUGP Degree Examination, December 2025

Discipline Specific Core Course

COMMERCE

UK1DSCCOM102 - Business Communication and Documentation

Academic Level: 100-199

2024 Admission onwards

Time: 2 Hours(120 Mins)

Max. Marks: 56

Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each,
Answer all questions

Qn No.	Question	CL	CO
1	Identify the role of a leader in group communication: Options : A)To dominate the conversation B)To facilitate discussion and keep the group on track C)To make decisions without input from others D)To observe and take notes	RE	3
2	The process of communication begins with Options : A)receiver B)sender C)both D)none of these	RE	1
3	Choose the one which is not part of the 7C's of business communication Options : A)Clear B)Concise C)Concrete D)character	UN	3
4	----- is an important part of body language, it means the manner in which we carry ourselves i.e, the way we walk, sit and stand Options : A)A) Verbal B)B) Nonverbal C)C) Posture D)D) Body language	UN	2
5	Transforming an idea into a message is_____. Options : A)Decoding B)Encoding C)Transmission D)Feedback	UN	1
6	Grapevine is associated with _____	UN	1

Qn No.	Question	CL	CO
	Options : A) Formal B) Informal C) Horizontal D) Vertical		

Part B.10 Marks. Time: 20 Minutes (Cognitive Level: Understand(UN)/Apply(AP)) Two-three sentences. 2 marks each. Answer all questions

Qn No.	Question	CL	CO
7	Write any four importance of professionalism in a business letter	UN	2
8	Explain encoding and decoding.	UN	1
9	Identify the relevance of any two methods of a conferencing	AP	3
10	Explain, how distance form a barrier for effective communication?	AP	3
11	Identify the role of agenda in a formal meeting of an organisation	AP	4

Part C.16 Marks. Time: 35 Minutes. (Cognitive Level : Apply(AP)/Analyse(AN)) Short Answer. 4 marks each, Answer all 4 questions, choosing among options * within each question

Qn No.	Question	CL	CO
12	A) Draft a process chart of an efficient filing system in an office. OR B) Construct the structure of a sales letter to introduce a new eco-friendly product.	AP	2, 2
13	A) Apply the concept of semantic barriers to explain a misunderstanding between a manager and an employee. OR B) Demonstrate how the principle of correctness can reduce errors in official communication.	AP	1, 1
14	A) Analyse the importance of resume in communication process	AN	2, 2

Qn No.	Question	CL	CO
	OR B) Examine the difference between quotations and offers.		
15	A) Analyse the role of social media communication in business promotion. OR B) Analyze the effectiveness of different brainstorming techniques in generating creative ideas.	AN	3, 3

Part D.24 Marks.Time: 60 Minutes.(Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each.Answer all 4 questions choosing among options * within each question

Qn No.	Question	CL	CO
16	A) Analyse the components of a business meeting (agenda, notice, minutes, quorum) and explain how each contributes to effective meeting outcomes. OR B) Analyse the steps and significance of personalised business correspondence in customer relations.	AN	2, 2
17	A) Evaluate the role of chairperson in a meeting OR B) Evaluate the modern methods of conferencing.	EV	3, 3
18	A) Explain the process of business communication. OR B) Explain the major barriers to business communication.	EV	1, 1
19	A) B) Draft a retirement planning proposal as a formal business document. OR B)	CR	4, 4

Qn No.	Question	CL	CO
	Develop a short note on indexing and different types of indexing.		

Model QP