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| **University of Kerala** | | |
| Discipline: Commerce |  | Time:2 Hours(120Mins.) |
| CourseCode:UK1DSCCOM102 |  | TotalMarks:56 |
| Course Title: Business Communication and Documentation |  |  |
| Type of Course: DSC |  |  |
| Semester:1 |  |  |
| AcademicLevel:100-199 |  |  |
| TotalCredit:4,Theory:4Credit,Practical:0 Credit |  |  |

PartA.6Marks.Time:5Minutes

Objective Type.1 Mark Each.Answer All Questions(CognitiveLevel:Remember/Understand)

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| **Qn.**  **No.** | **Question** | **Cognitive**  **Level** | **Course Outcome(CO)** |
| 1. | Choose an example of a non-verbal cue in communication A) The subject line of an email B) Eye contact C) The written content D) The font style | Remember | 1 |
| 2. | **Which is an essential principle of effective communication in a business?** A) Ambiguity B) Brevity C) Complexity D) Irrelevance | Remember | 1 |
| 3. | **Name the document that outlines the topics to be discussed in a meeting**  A) Resolution B) Minutes C) Agenda D) Notice | Understand | 3 |
| 4. | Identify the key responsibility of the chairperson in a meeting A) To take minutes B) To dominate the conversation C) To ensure the agenda is followed D) To minimize participant contributions | Understand | 3 |
| 5. | Which of the following is a key characteristic of interpersonal communication?  A) It involves only written messages.  B) It occurs between individuals and focuses on relationship-building.  C) It is exclusively conducted in large groups.  D) It avoids emotional content. | Understand | 1 |
| 6. | Completeness in communication means  A) Being too brief  B) Avoid any details  C) Covering all necessary information  D) Including personal opinion | Understand | 1 |

PartB.10 Marks.Time: 20Minutes

Two-Threesentences.2 MarksEach.AnswerAllQuestions(CognitiveLevel:Understand/Apply)

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| **Qn.**  **No.** | **Question** | **Cognitive Level** | **Course Outcome(CO)** |
| 7. | Outline the essential components that should be included in a business notice | Understand | 3 |
| 8. | What are typical communication situations encountered in organizations? | Understand | 1 |
| 9. | Identify different channels of communication | Understand | 1 |
| 10. | You are interested in a new software solution for your team. Draft an enquiry letter to the seller asking the details. | Apply | 2 |
| 11. | Draft an FAQ that includes question on damaged goods returns | Apply | 2 |

PartC. 16Marks.Time: 35Minutes

Short Answer. 4 Marks Each. Answer all 4 questions, choosing among options within each question. (CognitiveLevel:Understand/Apply)

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| Qn.  No. | Question | CognitiveLevel | CourseOutcome(CO) |
| 12. | 1. How do effective public relations contribute to an organization's reputation?   OR   1. What is an agenda, and why is it important for a meeting? | Understand | 3 |
| 13. | 1. A misunderstanding has occurred in your team due to unclear instructions given during a meeting. What steps are involved in the business communication process that may have been overlooked?   OR   1. You are appointed as a team leader of designing logo for a company. What communication situation can arise in this context and how might it affect the group dynamics? | Understand | 1 |
| 14. | 1. Draft a sample business letter addressing a customer's complaint.   OR   1. Imagine you have received quotations for office supplies. Write an offer letter indicating your terms and conditions. | Apply | 2 |
| 15. | 1. Outline how would you conduct a brainstorming session with your team for setting objectives and encouraging participation.   OR   1. You are asked to prepare quotations for smart phones. What key information would you include to ensure to meet client’s need and expectations? | Apply | 2 |

PartD.24 Marks.Time: 60Minutes

LongAnswer.6MarksEach.Answerall4questions, choosingamongoptionswithineach question.(CognitiveLevel:Understand/Apply)

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| **Qn.**  **No.** | **Question** | **CognitiveLevel** | **CourseOutcome(CO)** |
| 16. | 1. How the responsibilities of the chairperson and participants contribute to the meeting's success?   OR   1. How do modern methods like video and tele-conferencing differ from traditional in-person conferences in terms of accessibility and engagement? | Understand | 3 |
| 17. | 1. Why communication is critical during periods of organizational change and what are the consequences of poor communication in such situations   OR   1. How does effective communication impact relationship between business and its clients. | Understand | 1 |
| 18. | 1. You are revising your resume for a job application. What strategies would you use to ensure your resume effectively highlights your qualifications and achievements?   OR   1. You are asked with drafting a customer complaint letter for a client who received a defective product. Compose a letter that addresses their concerns, offers a solution, and maintains a positive tone to preserve the business relationship. | Apply | 2 |
| 19. | 1. Your organization is adopting AI tool for communication. What steps would you take to ensure that employees use the tools effectively?   OR   1. You are launching a new product and need to inform your potential customer. How would you draft a sales letter to effectively communicate the benefits of a product | Apply | 2 |

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| **CognitiveLevel** | **Marks** | **Percentage** |
| Remember | 2 | 3.57 |
| Understand | 30 | 53.57 |
| Apply | 24 | 42.86 |
| **TOTAL** | **56** | **100** |

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| **CourseOutcomes** | **Marks** | **Percentage** |
| 1 | 18 | 32.14 |
| 2 | 24 | 42.86 |
| 3 | 14 | 25.00 |
| **TOTAL** | **56** | **100** |