

Reg. No.:



Name:

University of Kerala

W7797

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	Formal communication is typically ----- Options : A)Casual and spontaneous B)Structured and documented C)Based on Personal relationships D)Conducted in informal settings	RE	1
2	Grapevine is associated with ----- communication. Options : A)Formal B)Informal C)Horizontal D) Vertical	RE	2
3	Which of the following is a non-verbal cue in communication? Options : A)Gesture B)Email C)Report D)Notice	UN	3
4	A chatbot is Options : A)A device used for photocopying B)A tool to prepare annual reports C)A software that simulates conversation D)A type of teleconferencing	UN	2
5	Process of arranging and storing records in different file folders, in which they can be located easily and quickly at the time of need. Options : A)Storing B)Filing C)Documenting D)Indexing	UN	4
6	_____ensures that the message has been reviewed and understood correctly.	UN	1

Qn No.	Question	CL	CO
	Options : A)Channel B)Medium C)Feedback D)Encoding		

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	Explain formal communication.	UN	3
8	Summarise the idea of digital divide	UN	2
9	Examine the significance of clarity in drafting an offer.	AP	2
10	Explain the role of business documentation.	AP	4
11	Explain how a manager communicates a new policy to the team.	AP	1

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) Explain the common formats of business letters OR B) Describe the types of brain storming techniques	AP	2, 2
13	A) Demonstrate how a manager should classify and store employee records using an appropriate filing system. OR B) A) Justify the importance of indexing in business documentation	AP	4, 4
14	A) Analyse the role of formal and informal communication in workplace decision-making.	AN	1, 1

Qn No.	Question	CL	CO
	OR B) Compare the effectiveness of formal and informal channels in business communications.		
15	A) Analyse different types of filing systems. OR B) Compare video conferencing and tele-conferencing as methods of group communication	AN	4, 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) Explain the principles of business communication OR B) Explain various communication situations in a business.	AN	1, 1
17	A) Discuss the emerging trends in business documentation. OR B) Elaborate on the essential components of a business letter	EV	4, 4
18	A) Examine the impact of digital communication tools such as email and chatbots on traditional business letter writing. OR B) Evaluate the effectiveness of different types of business letters in customer relationship management.	EV	2, 2
19	A) Prepare a model of Notice for the official meeting of sales department of ABC Ltd on 3rd week of November 2025.	CR	3, 3

Qn No.	Question	CL	CO
	OR B) Design a model format for minutes of a business meeting		