

**Avinashilingam Institute For Home Science and Higher Education For Women,
Coimbatore - 43**

**Bachelor's Degree Examination - August 2020
Semester – VI**

**Class : III UG
Major: B.Com/ B.Com (CA)**

**Time:2 Hrs
Max.Marks:50**

15BCOC28/15BCCC28 – Business Communication

PART –A

Choose the correct Answer

(10x1=10)

1. Complete understanding of message by the recipient, as it was encoded by the sender is called
a)decoding b) encryption c) decryption d)cryptography
2. Television is a _____communication
a) written b) kinetic c) computer based d) audio-visual
3. Communication is the task of imparting _____
a) training b) information c) knowledge d) message
4. The _____ of the business letter is called layout
a) body b) content c) pattern d) none of the above
5. _____ is preprinted stationary with the organizations name, logo, address, and phone number
a) memo b) letterhead c) enclosure d) letter
6. _____ of the letter consists of main message
a) heading b) body c) greeting d) closing
7. Reports are classified into _____.
a) informal reports, short reports b) formal or informal reports , short or long reports
c) formal reports ,long reports d) informal reports, long reports
8. Circular letters are used _____
a) to send information to two people.
b) to communicate to other company.
c) to send the same information to a number of people.
d) to send information inside a company.
9. An Agenda prepared in connection with _____
a)meeting b) business tours. c) exhibition. d)personal notes.
10. A ----- is also known as a 'cover letter'
a) resume b)curriculum vitae c)application d)sales letter

PART – B
Answer any three questions

(3x6=18)

Each answer should not exceed 400 words or two pages

11. Explain Non-Verbal Communication with example
12. Write down the Principles of Effective Communication.
13. Explain about the E-mail and Video Conferencing.
14. Draft a layout of business letter.
15. Draft a letter to Himalaya Publishers for order the text books.
16. Explain the factors affecting the Listening.
17. Explain the principles of preparing the report in detail.
18. Discuss about the types of report.
19. Write the details of export and import correspondence.
20. Explain the principles of effective presentation skills.

PART – D
Answer any two questions

(2x11=22)

Each answer should not exceed 400 words or two pages

21. Explain the objectives of communication in detail.
22. Write the application letter to the bank for requesting the debit card.
23. Draft both enquiry and reply letter for prices in furniture show room.
24. Explain the barriers to communication and steps to overcome it.
25. Draft a resume to apply for an accountant job.
26. Write a letter to the editor of "The Hindu" requesting to publish an article related to Kalaivizha.
27. Prepare a report on your internship training.
28. Draft an agenda and minutes of the meeting related to share issue.
29. Explain about the effective presentation skills and factors affecting the presentation.
30. Write an essay on COVID-19 and its impact on business.