



Hansald

Avinashilingam Institute for Home Science and Higher Education for Women
Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD (now MoE)
Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC
Coimbatore - 641043, Tamil Nadu, India

Bachelor's Degree Arrear Examination – November 2025
II Semester

Batch : 2023, 2024
Major : B.Com

Time : 3 Hours
Max. Marks : 100

23BLABC1 Business Communication

Course Outcomes:

- CO1. Apply business communication strategies and principles to exchange information.
- CO2. Learn to write business letters.
- CO3. Attain oral communication skill for effective oral presentation.
- CO4. Acquire skills to prepare reports.
- CO5. Enrich written communication skill for employability

Part A

10 x 1 = 10

Choose the Correct Answer

1. The process of ensuring that the receiver has understood the message
a. Decoding
b. Sending
c. Feedback
d. Encoding
CO1K1
2. Complete understanding of message by the recipient, as it was encoded by the sender
a. Encryption
b. Decoding
c. Decryption
d. Cryptography
CO1K2
3. A collection letter is associated with
a. Debtors
b. Creditors
c. Company
d. Customers.
CO2K1
4. A Statutory Report is _____
a. An informal report
b. Not having legal sanction.
c. Always a statistical report
d. Formal report
CO3K2
5. The main part of the report is
a. Conclusion
b. Recommendations
c. Description
d. References
CO3K1
6. A written message which is conveyed over an electronic network is _____.
a. Notice
b. Fax
c. Telegram
d. E-mail
CO3K1
7. Designating a person for receiving the benefit of policy in the event of death is
a. Assignment
b. Surrender
c. Nomination
d. None of the above
CO4K2
8. Quotation is a _____
a. Specific offer
b. General offer
c. Anonymous offer
d. Public offer
CO4K1
9. An authoritative communication is
a. Order
b. Persuasion
c. Advice
d. Counseling
CO4K1
10. The official record of the proceeding of a meeting is known as
a. Agenda
b. Minutes
c. Prospectus
d. Report.
CO4K1

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 11.a. Write a note on the various principles of effective communication. CO1K1
(or)
- 11.b. Briefly explain about the modern techniques of communication. CO1K1
- 12.a. Write a complaint letter to the sales manager of any company of your choice about the damaged electronics goods received. CO2K1
(or)
- 12.b. Write short note on the needs and functions of business correspondence. CO2K2
- 13.a. Describe the various stages in agency correspondence in brief. CO3K1
(or)
- 13.b. List out the guidelines to be followed while writing a public relation letter. CO3K1
- 14 a. Write a brief note on various types of reports. CO4K3
(or)
- 14.b. Explain the major objectives of writing circular letters in an organisation. CO4K1
- 15 a. Describe the various techniques in sales presentation. CO4K1
(or)
- 15.b. List out the various kinds of essay and explain them briefly. CO4K2

Part C

5 x 12 = 60

Answer ALL questions

Each answers should not exceed 800 words or four pages

- 16.a. Elaborate the various types of communication barriers with illustration. CO1K2
(or)
- 16.b. Explain the need and importance of communication with examples. CO1K3
- 17.a. Explain the components of sales letter with an example. CO2K1
(or)
- 17.b. Elaborate the essential qualities of a good business letter. CO2K2
- 18.a. Discuss the various theories of communication in detail. CO3K2
(or)
- 18.b. Describe the various types of Business report with example. CO3K2
- 19.a. Explain the various elements of an effective presentation in a speech in detail. CO4K2
(or)
- 19.b. Elaborate the various styles and visual aids used in Power Point Presentation. CO4K2
- 20.a. "Video Conferencing and Social networking are the widely used Business Communication" – Discuss. CO4K2
(or)
- 20.b. Describer the strategic importance of E-Communication with evidences. CO4K2
