



**Avinashilingam Institute for Home Science and Higher Education for Women**  
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)  
Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B  
Coimbatore - 641 043, Tamil Nadu, India

**Bachelor's Degree Examination – June 2021**  
**VI Semester**

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

**Time : 3 Hours**  
**Max. Marks: 100**

**18BCCC28 Business Communication**

**PART A**

**10 x 1 = 10**

**Choose the Correct Answer**

- The term communism derived from \_\_\_\_\_ word.  
a. Greek                      b. English                      c. Chinese                      d. Latin
- Communication is a \_\_\_\_\_  
a. One way process                      b. Two way process  
c. Three way process                      d. Four way process
- A collection letter is associate with \_\_\_\_\_  
a. Debtors                      b. Creditors                      c. Company                      d. Customers
- A \_\_\_\_\_ is also known as a 'cover letter'  
a. Resume                      b. Curriculum vitae                      c. Application letter                      d. Sales letter
- Communication network in any organization is \_\_\_\_\_  
a. Internal & external                      b. Verbal & written  
c. Oral & non-verbal                      d. Feedback
- The most important part of the letter is \_\_\_\_\_.  
a. The heading                      b. Date                      c. Body of the letter                      d. Post script
- \_\_\_\_\_ is the list of words used in the reports.  
a. Conclusion                      b. Glossary                      c. Index                      d. Reference
- A circular is a form of \_\_\_\_\_  
a. Oral communication                      b. Face-to-face communication  
c. Group communication                      d. Visual communication
- Formal Interview is also known as \_\_\_\_\_  
a. Planned interview                      b. unstructured interview  
c. Group interview                      d. None of these
- \_\_\_\_\_ is an assigned communication for a purpose and for specific receiver or reader.  
a. Report                      b. Memos                      c. Letters                      d. Circulars

**Part B**

**5 x 6 = 30**

**Answer ALL questions**

**Each answer should not exceed 400 words or two pages**

11. a. State the objectives of communication.  
(or)
11. b. Explain the features of face to face communication.
12. a. Examine the need for business correspondents.  
(or)
12. b. Explain the concept of claim and adjustment.
13. a. Describe Characteristics of Insurance Correspondence.  
(or)
13. b. List out the functions of bank Correspondence.
- 14.a. Explain the importance of report writing.  
(or)
- 14.b. Draw the general model of company meeting notice.
- 15.a. Summarize the advantages and disadvantages of oral communication.  
(or)
- 15.b. State the principles of oral presentation.

**Part C**

**5 x 12 = 60**

**Answer ALL questions**

**Each answer should not exceed 800 words or four pages**

16. a. Discuss about the barriers of communication.  
(or)
16. b. Explain in detail the modern techniques of communication.
17. a. Discuss the different kinds of business letter.  
(or)
17. b. Enumerate the features of sales letter and circular letter.
18. a. Describe the nature and types of agency.  
(or)
18. b. Elaborate the features of import and export Correspondence.
19. a. Classify the different functions of report.  
(or)
19. b. Explain in detail the different types of business report.
20. a. Examine the factors affecting the oral presentation.  
(or)
20. b. Describe the methods of training presentation.

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