



Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd.u/s 3of UGC Act 1956, Category A by MHRD [now MoE]

Re-accredited with an A++ Grade by NAAC CGPA 3.65/4, Category I by UGC

Coimbatore-641043, Tamil Nadu, India

Continuous Internal Assessment II – April 2025

II Semester

Class : I UG

Major : B.Com/B.Com (PA)/B.Com (CA) /Tourism

23BLABC1 Business Communication

Time : 2 hours

Max. Marks: 60

Course Outcomes:

- CO1: Expertise in various forms of Communications and Interpersonal Skills.
- CO2: Comprehend a variety of Business correspondence and respond appropriately.
- CO3: Effective Writing Skills for various commercial activities.
- CO4: Acquire Efficacy in the Business Language Skills.
- CO5: Equip with Business Vocabulary and Presentations.

Part - A

Choose the Correct Answer

6 x 1 = 6

1. The primary purpose of using pictures in a report is
a) To decorate the document
b) To add visual appeal without providing useful information
c) To provide a visual representation of data or concepts
d) To replace written explanations entirely
CO3K2
2. Proofreading is an important step in the report writing process to
a) Ensure that the content is accurate and free from errors
b) Shorten the length of the report
c) Add more technical jargon to the report
d) Rearrange the sections of the report
CO3K3
3. In business language, why is it important to use precise terminology?
a) To make the language sound more sophisticated
b) To ensure there is no room for misinterpretation or confusion
c) To show the speaker's knowledge of the subject
d) To entertain the audience with complex vocabulary
CO4K3
4. Visual aids (like slides) play a crucial role in an oral presentation by enhancing understanding and to
a) Act as a script for the speaker
b) Provide entertainment and humor to the audience
c) Reinforce and clarify key points to enhance understanding
d) To make the presentation more informal
CO4K2
5. The main advantage of using video conferencing in business communication is
a) To eliminate the need for in-person meetings and travel
b) To create formal and strict communication settings
c) To prevent the use of visual aids in meetings
d) To reduce the need for email communication
CO5K2
6. The major benefit of using technology in communication
a) It allows communication to be slower
b) It reduces the need for interpersonal relationships
c) It enables faster and more efficient communication
d) It limits access to communication tools
CO5K1

Part B

3 x 6 = 18

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 7.a) What are the characteristics of a good report?
(or)
7.b) Explain the structure of a short report.
CO3K1
- 8.a) Describe the importance of business language.
(or)
8.b) Discuss the purpose of visual aids in presentation.
CO3K2
- 9.a) What are the advantages of voicemail in business communication?
(or)
9.b) Explain the role of video conferencing in business communication.
CO4K2
- CO4K1
- CO5K2
- CO5K2

Part C

3 x 12 = 36

Answer ALL questions

Each answer should not exceed 800 words or four pages

- 10.a) Explain the steps involved in preparation of report. CO3K2
(OR)
- 10.b) Describe the uses of pictures, charts, and tables in the report. CO3K1
- 11.a) Discuss the detailed plan of oral presentation. CO4K1
(OR)
- 11.b) Explain the characteristics of oral presentation. CO4K2
- 12.a) Discuss the principles in writing effective emails? CO5K2
(OR)
- 12.b) Explain the different modes of online communication? CO5K2

No. of. Copies: 60+30+65+65+60+30+30+15+25+25 = 405