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 I – February 2025
II Semester

Class : I UG **Time : 2 hours**
Major : B.Com/B.Com (PA)/B.Com (CA) /Tourism **Max. Marks: 60**

23BLABC1 Business Communication

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. Communication between HR manager and salesman is an example of CO1: K2
   a) Horizontal communication b) Lateral communication
   c) Diagonal communication d) Vertical communication
2. Which one of the following involves how we say something in different pitch, tone and voice modulation such as slow or fast? CO1: K1
   a) Kinesics b) Proxemics c) Time language d) Paralanguage
3. Receiving a sales order is an example of CO2: K2
   a) Verbal communication b) Horizontal communication
   c) External communication d) Internal communication
4. List of items to be discussed and decided in a meeting is called as CO2: K2
   a) Resolution b) Minutes c) Invoice d)Agenda
5. Which one of the following is used to communicate a short message that uses natural, casual language?
   a) Formal report b) Informal report c) Short report d) Progress report CO3: K1
6. The quality of a report is determined mainly by CO3: K2
   a) The language of the report b) The visual aspects
   c) The length of the report d) The accuracy of the data

Part B

3 x 6 = 18

Answer ALL questions

Each answer should not exceed 400 words or two pages

7. a) Explain business communication cycle. CO1: K3

(or)

7.b) Explain the characteristics of Interpersonal Communication. CO1: K2

8. a) What is memorandum and list out the purpose for issuing Memo. CO2: K1

(or)

8.b) Explain the functions of sales letter. CO2: K2

9.a) Define report. Bring out the importance of report. CO3: K2

(or)

9.b) Prepare a media report about improper supply of water in your area. CO3: K

Part C

3 x 12 = 36

Answer ALL questions

Each answer should not exceed 800 words or four pages

10.a) Explain the essentials of oral communication. CO1: K2

(or)

10.b) Enumerate the barriers to effective communication. CO1: K3

11. a) Write a letter form the Life Insurance Corporation of India intimating a policy holder about the maturing of his policy and specifying the procedure to be observed for claiming the amount endowed under the policy.. CO2: K3

(or)

11.b) Draft an application and resume in response to the following advertisement: "Wanted an assistant for the cooperative store of an educational institute. The applicant should be energetic, experienced in salesmanship and keeping accounts, should be competent in handling correspondence independently. CO2: K2

12. a) Prepare a sales report of a company by presenting various figures and facts with the help of tables and charts. CO2: K3

(or)

12.b) Explain types of business report. CO3: K2

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