Avinashilingam Institute for Home science and Higher Education for Women,
Coimbatore – 641043
Continuous Internal Assessment Test – I February 2025
Semester –V

Class: III UG **Time: 2 Hours**
Major: B.Com (CA) **Max. Marks: 60**

21BCCC28 – BUSINESS COMMUNICATION

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
CHOOSE THE CORRECT ANSWER **(6x1= 6)**

1. Why is communication important in the workplace? **(CO1 K2)**

a) It helps to reduce the need for teamwork. b) It facilitates clear understanding of tasks

c) It decreases the productivity of employees. d) It reduces the need for professional development

2. Grapevine communication is a **(CO1 K1)**
a) Formal communication b) Informal communication
c) Diagonal communication d) Horizontal communication
3. The Important key elements of effective communication is **(CO2 K2)**
a) Listening b) Writing c) Attractiveness d) Communicating
4. Where should the date be placed in a business letter? **(CO2 K2)**
a) After the salutation b) At the top right corner
c) At the top left corner d) Before the signature
5. What is the main purpose of a circular letter? **(C O3 K3)**

a) To provide detailed information to an individual b) To make formal announcements to a group
c) To request payment from customers d) To promote a product to a specific audience

6. What is the primary purpose of an import letter of credit? **(CO3 K2)**
a) To guarantee payment to the exporter b) To confirm the quality of the goods being imported
c) To ensure the goods arrive at the destination port on time d) To serve as proof of import taxes paid

PART – B
Answer the following questions **(3x6=18)**

7 a) Write the process of Business Communication? **(or)** **(CO1 K2)**
a) Explain the Advantage of verbal communication? **(CO1 K3)**
8 a) Describe with illustrate the different parts of business letter **(or)** **(CO2 K3)**
b) Mention the important guidelines to write an effective circular letter **(CO2 K1)**

9 a) Discuss about the various types of Insurance. **(or)** **(CO3 K2)**
b) Draft a model of a company Agenda for Share Holders Meeting **(CO3 K1)**

PART – C
Answer the Following **(3x12= 36)**

10 a) Explain the types of communication in detail. **(or)** **(CO1: K3)**

b) Discuss in detail about barriers to communication. **(CO1 :K1)**

11. a) Draft a enquiry letter of a newly started home appliance regarding the Products and brands are available. (or) **(CO2 :K2)**
b) Explain the Needs of Business correspondence **(CO2 :K3)**

12. a) Draft a letter to a bank manager asking for the Educational loan facility available in their Bank. (or) **(CO3: K2)**
b).Write a letter to Indian Bank on behalf of chand & Co. requesting for a loan of rupees ten lakhs against the security of the asset owned by them and draft suitable reply letter from the bank. **(CO3: K3)**

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