



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 Examination - May 2025

II Semester

Class : I UG / 2023 Batch

Major : B.Com/B.Com CA/B.Com PA/ B.Com CS/Tourism/BBA

Time : 3 Hours

Max. Marks : 100

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

10 x 1 = 10

Choose the Correct Answer

1. The word communication has been derived from the Latin word _____.
 a. Communis
 c. Communus
 b. Commons
 d. Commis
 CO1K1
2. Skype is an example of _____ communication
 a. Written
 c. Horizontal
 b. Vertical
 d. Face to face
 CO1K1
3. An enquiry made by an old buyer in usual course of business is _____ enquiry.
 a. Solicited
 c. Routine
 b. Unsolicited
 d. Favour
 CO2K1
4. _____ is an official record of the proceedings of a meeting.
 a. Agenda
 c. Minutes
 b. Notice
 d. Correspondence
 CO2K1
5. A report is a basic management tool used in _____.
 a. Personality development
 c. Individual development
 b. Decision making
 d. Self motivation
 CO3K1
6. Which citation style is commonly used in business and management reports?
 a. APA
 c. IEEE
 b. MLA
 d. Chicago
 CO3K1
7. Words that have more than one meaning are called as _____.
 a. Equivocal terms
 c. Trigger words
 b. Jargon. Sargon
 d. Biased language.
 CO4K1
8. Gestures is an example for _____.
 a. Body language
 c. Speeches
 b. Grammar
 d. Written
 CO4K1
9. What is one of the biggest advantages of video conferencing in business communication?
 a. Reduces travel costs and time
 b. Eliminates the need for emails
 c. Ensures face-to-face meetings only
 d. Prevents miscommunication completely
 CO5K1
10. Which modern technology is most commonly used for real-time business communication?
 a. Traditional letters
 b. Fax machines
 c. Emails and instant messaging
 d. Newspaper advertisements
 CO5K1

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 11.a. Define communication. State its features. CO1K1
(or)
- 11.b. Which are the factors influencing interpersonal communication? CO1K1
- 12.a. Explain the key components of a formal job application letter. CO2K2
(or)
- 12.b. What is meant by meeting notice? State its contents. CO2K2
- 13.a. Describe the objectives and importance of report writing. CO3K3
(or)
- 13.b. What are the different citation styles used in report writing? Explain. CO3K3
- 14.a. Explain the importance of business vocabulary in professional communication. CO4K2
(or)
- 14.b. What are the benefits of using PowerPoint presentations in business meetings? CO4K2
- 15.a. Discuss the advantages and disadvantages of email as a business communication tool. CO5K2
(or)
- 15.b. How has social networking changed business communication? Give an example. CO5K2

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

- 16.a. Explain the types of Communication. CO1K3
(or)
- 16.b. Discuss the barriers to communication. CO1K3
- 17.a. Draft a sample sales letter for a newly launched smart phone, highlighting its features and offering a limited-time discount. CO2K4
(or)
- 17.b. Write a letter of complaint to a supplier regarding the delivery of damaged goods, and suggest possible solutions for the issue. CO2K4
- 18.a. Explain the step by step process in report writing. CO3K3
(or)
- 18.b. Illustrate how do visuals such as pictures, charts, and tables improve the effectiveness of a report. CO3K3
- 19.a. Discuss the essential elements of planning for an effective business presentation. Provide a step-by-step approach. CO4K4
(or)
- 19.b. Explain the role of style and visual aids in making a business presentation impactful. Provide examples. CO4K4
- 20.a. Explain the role of technology in modern business communication. CO5K2
(or)
- 20.b. Discuss the strategic importance of E - Communication in modern business era. CO5K2
