



*K. Sambath*

**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 – 641 043, Tamil Nadu, India

**Continuous Internal Assessment Test I – February, 2026**  
**II SEMESTER**

**Class : I UG**

**Major : B.Com/ B.Com(PA)/ B.Com(CA) / Minor specialization**

**Time: 2 hours**

**Maximum Marks: 60**

**23BLABC1- Business Communication**

**Course Outcomes:**

At the end of the course, students will:

1. Expertise in various forms of Communications and Interpersonal Skills
2. Comprehend a variety of Business correspondence and respond appropriately
3. Effective Writing Skills for various commercial activities.
4. Acquire Efficacy in the Business Language Skills
5. Equip with Business Vocabulary and Presentations

**Part-A**

**(6x1=6)**

**Circle the Correct Answer**

1. Communication is a \_\_\_\_\_ **CO1 K1**  
a. one way process. b.two way process.  
c. three way process. d. four way process.
2. Posters fall under \_\_\_\_\_ communication **CO1 K1**  
a. Oral b. Visual c. Written d. Spoken
3. A group discussion of a real life situation with in a training environment is \_\_\_\_\_ **CO2 K1**  
a. Discussion b. Listening c. Case Study Method d. All the above
4. Interpretation of data is followed by \_\_\_\_\_ **CO2 K1**  
a. Recommendation b. Suggestion c. Conclusions d. Complaints
5. A collection letter is associated with \_\_\_\_\_ **CO2 K1**  
a. Debtors b. Creditors c. Company d. Customers
6. Statutory Report is \_\_\_\_\_ **CO3 K1**  
a. An informal report b. Not having legal action  
c. Always a statistical report d. Formal report

**Part-B**

**3x6=18**

**Answer ALL questions**

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

7. a. Write about the process of communication. **CO1 K2**  
(or)
7. b. Discuss about the Organizational group discussion. **CO1 K2**
8. a. Draft an Agenda for a meeting on sales performance of a company **CO2 K3**  
(or)
8. b. Write a letter requesting a bank for overdraft during the festive season **CO2 K3**
9. a. What are the objectives of report writing **CO3 K2**  
(or)
9. b. Explain the importance of report writing. **CO3 K2**

**Part-C**

**3x12=36**

**Answer ALL questions**

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

10. a. Elaborate the various types of communication. **CO1 K2**  
(or)
10. b. Explain the barriers in communication. **CO1 K3**
11. a. Write a letter to Mars & Co enquiring for the prices, terms of sale, etc and reply for the same **CO2 K3**  
(or)
11. b. Prepare a minutes of the Annual General Meeting of ABC Ltd. **CO2 K3**
12. a. Draft a resume for applying for the Post of Assistant Manager in a Bank **CO3 K3**  
(or)
12. b. Explain the different types of reports. **CO3 K3**