



1315
Kambatta

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

Bachelor's Degree Examination – May 2025

VI Semester

Class : III UG
Major : B.com CA

Time : 3 Hours
Max. Marks: 100

21BCCC28 Business Communication

Course Outcomes:

CO1: Apply business communication strategies and principles to exchange information

CO2: Learn to write business letters

CO3: Attain oral communication skills for effective oral presentation

CO4: Acquire skill to prepare reports

CO5: Enrich written communication skill for employability

Part A

10 x 1 = 10

Choose the Correct Answer

1. Communication is a-----
a. static process
b. dynamic process
c. neither static nor dynamic
d. either static or dynamic
CO1K1
2. Which type of communication serves more as a documentary evidence
a. verbal communication
b. written communication
c. gestural communication
d. non - verbal communication
CO1K1
3. The complementary close must be in accordance with the _____
a. complimentary close
b. salutation
c. designation
d. copy notation
CO2K2
4. In the main part of the body of the letter _____ is written
a. appendix
b. reference
c. subject matter
d. conclusion
CO2K2
5. Kinds of Agency includes
a. brokers
b. factors
c. underwriters
d. all the above
CO3K2
6. Guidelines for good report _____
a. assemble the material
b. plan the report
c. draft the report
d. edit the report
CO4K2
7. The meeting agenda is a _____.
a. roadmap
b. blue print
c. site map
d. guide
CO4K2
8. Bankers usually use a number of _____ letters with a set text of the matter
a. individual
b. form
c. set
d. Group
CO3K2
9. What is the most important factor in delivering an effective oral presentation?
a. Speaking quickly to cover more points
b. Maintaining eye contact and clear articulation
c. Using complex vocabulary to impress the audience
d. Reading directly from slides without looking at the audience
CO4K1

10. What is the main function of a thesis statement in an essay? CO5K1
- a) To provide background information.
 - b) To summarize the entire essay
 - c) To state the main argument or point of the essay
 - d) To include citations

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 11.a. Define Communication. What are the principles of business communication? CO1K1
(or)
- 11.b. Classify the various types of communication. CO1K2
- 12.a. Define trade enquiries. Explain. CO2K1
(or)
- 12.b. Classify the stages involved in writing collection letters. CO2K2
- 13.a. Identify the various types of banking correspondence CO3K3
(or)
- 13.b. Explain the characteristics of Banking Correspondence CO3K4
- 14.a. Outline the structure of report. CO4K4
(or)
- 14.b. What are the types of meeting? Explain. CO4K1
- 15.a. Define essay writing and explain the purpose of different types of essays. CO5K1
(or)
- 15.b. Identify and describe the essential components of a well-structured essay. CO5K2

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

- 16.a. Enumerate the various methods of communication. CO1K1
(or)
16. b. Illustrate the factors affecting listening CO1K2
- 17.a. Illustrate a letter regarding cancelling the order on the ground that the customer has become insolvent. CO2K2
(or)
- 17.b. Explain the essentials of an effective business letter. CO2K2
- 18.a. Outline a letter to your banker giving standing instruction for paying your life insurance premium periodically. CO3K4
(or)
- 18.b. Write to your banker for an advance against your life insurance policy, stating the amount you require and the period for which you require it. CO3K1
- 19.a. Demonstrate the layout of report. CO4K2
(or)
- 19.b. Explain the process/stages of a presentation. CO4K3
- 20.a. Discuss the importance of body language and vocal tone in delivering a successful oral presentation CO5K2
(or)
- 20.b. List and describe the essential elements of an effective oral presentation. CO5K1
