

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)  
Chromepet, Chennai - 600 044.

B.Com. - END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - IV

**20UCOCT4010 - Business Communication**

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

**Section B**

Answer any **SIX** questions ( $6 \times 5 = 30$  Marks)

1. Explain the terms "Layout of Business Letter".
2. Describe the types of business communication.
3. Compare and contrast an appointment letter and a promotion letter. What key elements differentiate the two?
4. Assess the importance of acknowledgment letters in business communication. How do they contribute to professional relationships?
5. What are the primary purposes of bank correspondence in business?
6. Given a scenario where a shareholder has a complaint, draft a brief response that addresses their concerns and maintains a professional tone.
7. Illustrate how video conferencing can enhance team collaboration in a remote working environment. What tools would you recommend?
8. Evaluate the role of reports in business decision-making. How can well-written reports impact the effectiveness of management strategies?

**Section C**

Answer any **THREE** questions ( $3 \times 10 = 30$  Marks)

9. How would you implement the principles of effective communication to address a specific barrier you encounter in your workplace?
10. Analyze the different types of business letters by categorizing their purposes and identifying key elements.
11. Evaluate the effectiveness of agency correspondence in maintaining relationships between businesses and their agents
12. How can a business effectively integrate modern forms of communication (like video conferencing and email) into its existing communication strategy?
13. Create a comprehensive report based on a hypothetical business scenario.

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