

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.ISM - END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - I

**20UBIAT1001 - Business Communication**

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

### **Section B**

Answer any **SIX** questions (6 × 5 = 30 Marks)

1. Explain the principles of effective communication and how they contribute to business success.
2. Describe the key elements of effective bank correspondence with customers.
3. Differentiate between an enquiry letter and a complaint letter with suitable examples.
4. Illustrate the structure of an insurance correspondence letter for claim settlement.
5. Classify the advantages and limitations of video conferencing and email in business communication.
6. Analyze the differences between agenda and minutes of a meeting with examples.
7. Summarize the role of websites in modern business communication.
8. List the characteristics of a good business report and explain their importance.

### **Section C**

Answer any **THREE** questions (3 × 10 = 30 Marks)

9. Analyze the common barriers to communication in a business setting and suggest strategies to overcome them.
10. Develop a structured business report on a company's declining sales performance, including key sections and recommendations.
11. Evaluate the effectiveness of different types of business letters in professional communication, providing examples for each.
12. Assess the impact of modern communication methods like video conferencing and email on business operations and decision-making.
13. Examine the importance of correspondence with shareholders and directors in maintaining corporate transparency and stakeholder trust.

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