

Roll.No.

21UBBCT3008

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. BIM - END SEMESTER EXAMINATIONS - NOVEMBER 2025
SEMESTER - III

21UBBCT3008 - Business Communication

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

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

1. Explain the process of communication
2. Identify the benefits of written communication.
3. Classify the different types of business letters.
4. Illustrate the steps to be followed while writing a business report.
5. "Business etiquette is essential for every organisation" – Do you agree? Justify.
6. Analyse the barriers of effective communication.
7. Explain out the contents which are included in business letter.
8. Develop an agenda for a one day workshop on effective communication.

Section C

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

9. Explain the principles of effective communication.
10. Categorise the different methods of non-verbal communication.
11. Design the order letter to ABC Electronics, North Car Street, Trichy for the following items:
Personal Computer – 10 No's.
Laptop – 25 No's.
LCD Projector – 12 No's.
12. Analyse the different kinds of report.
13. Examine the various factors influencing business etiquettes.
