

Roll.No.

23UCCCT3005

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. CA - END SEMESTER EXAMINATIONS - NOVEMBER 2025

SEMESTER - III

23UCCCT3005 - Business Communication

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

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

1. Define and explain the principles of effective communication with examples.
2. Classify different types of bank correspondence and elaborate on one type with example.
3. Analyse the structure of a formal report and prepare a sample agenda for a business meeting.
4. Apply the concept of business etiquettes to virtual meetings. Discuss factors influencing business etiquette in digital banking
5. Describe the different kinds of business letters used in an organisation with suitable illustrations.
6. Differentiate between insurance correspondence and agency correspondence with examples.
7. Illustrate the process of writing minutes of a meeting and its importance in business communication.
8. Evaluate the need for customer etiquette in business communication and recommend ways to improve it.

Section C

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

9. Explain the barriers to communication and suggest methods to overcome them with reference to business environment.
10. Analyse the significance of appointment and promotion letters in business correspondence with examples.
11. Appraise various types of agency correspondence and design a letter for a given scenario.

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12. Prepare a detailed memorandum and circular letter for an organisational announcement.
13. Critique the role of digital banking in modern business communication and create guidelines for effective telephone etiquette.
