

(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2025 ONLY)

25UBM102

REG.NO. :

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**  
**END-OF-SEMESTER EXAMINATIONS :NOVEMBER-2025**  
**B.B.A** **MAXIMUM MARKS: 75**  
**SEMESTER: I** **TIME : 3 HOURS**

**PART - III**

**BUSINESS COMMUNICATION**

**SECTION – A (10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**MULTIPLE CHOICE QUESTIONS.**

**(K1)**

1. One of the principles of effective communication is:\_\_\_\_\_.  
a) Vague messages      b) Noise      c) Clarity      d) Delay in feedback
2. A letter sent by a company in reply to a business enquiry is called:\_\_\_\_\_.  
a) Complaint letter      b) Resume      c) Quotation      d) Appointment order
3. A Memo used for:\_\_\_\_\_.  
a) Public announcements      b) Internal short communication  
c) Marketing products      d) Customer feedback
4. Minutes are written records of :\_\_\_\_\_.  
a) Telephone calls      b) Advertisements      c) Meetings      d) Posters
5. Posters are an example of\_\_\_\_\_.  
a) Oral communication      b) Non-verbal written communication  
c) Audio message      d) Internal report

**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.**

**(K2)**

6. Define Communication.
7. What do you mean by promotion?
8. What is Circular?
9. What is the purpose / aim of agenda.
10. What is oral communication?

**SECTION – B**

**(5 X 5 = 25 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.(K3)**

11. a) Define Communication. State the objectives of communication.  
**(OR)**  
b) What are the different types of communication?
- 12.a) Distinguish between Resume and Curriculum Vitae (CV)  
**(OR)**  
b) What are the essential parts of an appointment order?

**(CONTD .... 2)**

13.a) What is circular? Mention the main elements of a circular.

(OR)

b) Mention any five purposes of issuing a circular in an organization.

14.a) Recall the uses of business reports in decision making.

(OR)

b) Explain the procedure for drafting minutes.

15.a) What are the essential qualities of a good speaker?

(OR)

b) Highlight the importance of body language in oral communication.

**SECTION – C**

**(5 X 8 = 40 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.**

**(K4 (Or) K5)**

16. a) Explain the role of communication in business.

(OR)

b) Discuss the barriers of communication and how to overcome these barriers?

17.a) Explain the layout and essential features of a professional resume.

(OR)

b) Draft an application for the post of an Assistant Manager in a reputed company.

18. a) Discuss the different types of internal communication tools used in business organizations.

(OR)

b) Write the guidelines to be followed while drafting job instructions.

19. a) Summarize the step-by-step procedure for drafting an effective business report.

(OR)

b) Describe the contents and importance of an agenda.

20. a) Discuss the tips for effective participation in a group discussion.

(OR)

b) Discuss the role of visual and audio-visual aids in enhancing the effectiveness of oral communication.

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