



**Institute of Human Resource Advancement
University of Colombo**

Bachelor of Labour Management / Year II – 1st Semester 2025 (February)

BLM 2134 Business Communication

Instructions to candidates

- (1) This paper consists of **Eight** (8) questions and **Two** (2) pages.
- (2) Answer only **Five** (5) questions.
- (3) The time allocated for the examination is **Three** (03) hours.
- (4) Write your Index Number on all pages of your answer script.
- (5) If a page or a part of this question paper is not printed, please inform the Supervisor immediately.

1. Discuss the advantages of using familiar words in business writing for clear, error-free communication. (20 marks)
2. Explain the fundamental principles of ethical communication and effective strategies for maintaining ethical standards in communication. (20 marks)
3. Examine the strategies that can be adopted to prevent issues in a multicultural working environment. (20 marks)
4. Discuss how audience analysis contributes to successful public speaking. (20 marks)
5. "The application of digital technologies can enhance the effectiveness of Communication" Do you agree? Discuss this statement with suitable examples. (20 marks)
6. Briefly explain the following types of business messages.
 - a) Letters (05 marks)
 - b) Email (05 marks)
 - c) Reports (05 marks)
 - d) Conducting meetings (05 marks)
7. Compare and contrast verbal and non-verbal communication concerning business communication. (20 marks)
8. Discuss the strategies that can be adopted to prevent issues in a multicultural working environment (20 marks)
