

**B.B.A. (Part-I) (Old) Examination**  
**BUSINESS COMMUNICATION**

Time : Three Hours]

[Maximum Marks : 80

**Note :—** (1) All questions are compulsory.

(2) All questions carry equal marks.

1. (a) Define communication and explain its objectives and importance in Business. 16

**OR**

- (b) Which are the different means of good communications ? And explain essentials of good business letter. 16

2. (a) Write a sales letter for promoting a magazine. 4  
(b) Write a letter to a Bank for opening an account. 4  
(c) Write to insurance company enquiring about its scheme for animal insurance. 4  
(d) Write a letter to the Electricity Department to issue prior notice of power cuts. 4

**OR**

- (e) Write a sales letter offering a new product. 4  
(f) Inform the bank about the loss of your cheque book and ask for stopping unsigned cheque. 4  
(g) Write a letter to a general insurance company enquiring about insurance rates for your furniture company. 4  
(h) Write to the Health Department of the Municipal Corporation to control the menace of stray dogs. 4

3. (a) What is personal letter ? 4  
(b) Describe the contents in an interview letter. 4  
(c) State the guidelines for writing an appointment letter. 4  
(d) Write a letter to shareholder to send the details of Aadhar Card and Bank Account. 4

**OR**

- (e) Write the order of dismissal. 4
- (f) Write a letter to company's bankers for the overdraft facility for the bank. 4
- (g) Draft a discharge letter to Prof. M. S. Galgali on his retirement from college. 4
- (h) Draft a resume as a commerce graduate which you may use for applying for the post of accounts assistance in a commercial organisation. 4
4. (a) What are the objectives of report writing ? 4
- (b) Write a circular letter to your dealers about launching of a new consumer product. 4
- (c) Draft and Internal Memo. 4
- (d) Describe the communication with branch office. 4
- OR**
- (e) Draft an office order. 4
- (f) Give the purpose of office circulars. 4
- (g) Describe various causes of Report-writing. 4
- (h) Explain "Inter Departmental communication is necessary to get success in your business. 4
5. Write an essay on :
- (a) "Time Management need of era" 16
- OR**
- (b) "Digital India". 16