

**B.B.A. (Part—I) Examination**  
**BUSINESS COMMUNICATION**

Time : Three Hours]

[Maximum Marks : 80

**Note** :— Attempt all *five* questions. All questions carry equal marks.

1. (a) Define the term Communication and explain its objectives. 4
  - (b) Write a short note on Oral Communication. 4
  - (c) Explain the importance of feedback in Communication Process. 4
  - (d) Write a short note on Non-verbal Communication. 4
- OR**
- (e) Explain the process of Communication. 4
  - (f) Write a short note on Horizontal Communication. 4
  - (g) Explain the characteristics of Business Communication. 4
  - (h) Explain the merits of Oral Communication. 4
2. (a) Write a letter to the business houses regarding the training of G.S.T. and Tally course offered at your Computer Institute. 16
- OR**
- (b) Write a letter to insurance company regarding the claim to be received for the loss of goods damaged by fire at your godown. 16
3. (a) Draft an appointment letter. 4
  - (b) Draft a show cause notice to an employee for not attending the meeting. 4
  - (c) Draft a notice for the meeting of Board of Directors. 4
  - (d) Write a letter to Bank for providing the bank statement for month of March. 4
- OR**
- (e) State the importance of Secretarial Correspondence. 4
  - (f) State in brief the Format of Resume. 4
  - (g) Draft a letter to a candidate calling him for an interview. 4
  - (h) What is Charge Sheet ? 4
4. (a) Explain office circular. 4
  - (b) What are the different types of Report ? 4
  - (c) Draft an office order restricting use of mobile phone during office hours. 4
  - (d) Write a short note on Internal Memo. 4
- OR**
- (e) Explain the uses of Report. 4
  - (f) Draft an office memo warning an employee against his habit of getting late at office. 4
  - (g) Draft a report on visit to MIDC. 4
  - (h) Draft an office circular regarding a Computer Training Program. 4
5. (a) Write an essay on "Time Management — need of era". 16
- OR**
- (b) Write an essay on E-commerce and explain its advantages and disadvantages. 16