

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

Time—Three Hours]

[Maximum Marks—80

Note :—(1) ALL questions are compulsory.
(2) All questions carry equal marks.

1. (a) Define the term communication and characteristics of communication. 4
- (b) What do you mean by written communication ? 4
- (c) Write down the merits of oral communication. 4
- (d) Explain the process of communication. 4

OR

- (e) What do you mean by Horizontal Communication ? 4
 - (f) Write down the objectives of communication. 4
 - (g) Communication is a two way process. Explain. 4
 - (h) Discuss the various means of non-verbal communication. 4
2. You have started a computer centre – write a sales letter to business houses in your city offering to train their staff in using computer. 16

OR

Write a letter to an insurance company for claiming the loss through damage by fire. 16

3. (a) Draft an application letter to apply for the post of Manager at Canara Bank. 4
- (b) Write a note on Memorandum. 4
- (c) Draft the Resume as a Commerce Graduate. 4
- (d) Draft a notice for the Annual Central Meeting to be held in the month of August. 4

OR

- (e) Write a complaint letter to supplier for not supplying the goods of proper quality. 4
 - (f) What points should be considered while drafting a letter ? 4
 - (g) Explain the points to bear in mind while drafting an Interview letter. 4
 - (h) Explain the importance of Internal Communication. 4
4. (a) Write any two types of Report. 4
 - (b) Write the short note on Circular Letter. 4
 - (c) Draft an office order asking an employee to attend the workshop on Computer Training. 4
 - (d) How Report is useful in business ? 4

OR

- (e) Draft an Office Memorandum warning an employee against his habit of reading Newspaper and Magazines during office hours. 4
- (f) Explain briefly the term "Report". 4
- (g) Draft a report on scope for opening a pure veg restaurant. 4
- (h) Write note on Internal Memo. 4

5. Write an essay on "Importance of Mobile Banking" in current scenario. 16

OR

- Write an essay on "Importance of E-Commerce in Business".
16