

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 communication and explain the importance of communication. 4
- (b) What are the essentials of Good Business Letter ? 4
- (c) State the advantages of written communication. 4
- (d) Discuss the various dimensions of non-verbal communication. 4

OR

- (e) Write down the objectives of communication. 4
- (f) Explain the process of communication. 4
- (g) Write the difference between formal and informal communication. 4
- (h) Explain in short the various elements in the structure of a business letter. 4
2. (a) What is Sales letter ? Explain. 4
- (b) Write a complaint letter to Post-Master for delay in receiving letters. 4
- (c) Write a letter to Insurance Company enquiring about new Mediclaim Policy. 4
- (d) What is Purchase letter ? 4

OR

- (e) Explain the essentials of Sales letter. 4
- (f) State the importance of business correspondence in an organisation. 4
- (g) Write a letter to Bank for opening an account. 4
- (h) Write a Sales letter promoting new mobile phones. 4

3. (a) Explain the term Interview and its essential features. 4
(b) Which are the essential points to be kept in mind while preparing a Resume ? 4
(c) Draft an appointment letter by Krishna Limited to an employee for post of Branch Manager. 4
(d) Distinguish between Personal letter and Business letter. 4

OR

- (e) State in brief the format of Biodata. 4
(f) State the importance of Secretarial Correspondence. 4
(g) Draft an application letter for the post of Lecturer at Sinhagad MBA College. 4
(h) What is Show Cause notice ? 4
4. (a) What do you mean by Inter Departmental Communication ? Explain various Inter Departmental Communications in detail. 16

OR

- (b) Explain the term Report with its essential elements. Explain the different types of Report in detail. 16
5. (a) Write an essay on “Commerce and E-Commerce” and its significance and limitations. 16

OR

- (b) Write an essay on “Empowerment of Women”. 16