

- g) Explain in short-the various types of communication networks. **4**
- h) What is the meaning of Business communication? **4**
2. a) Write a letter to the manager of life Insurance co. asking for details of 'Dhan Shree Insurance policy and proposal form. **16**

OR

- b) Write a letter of grievance to the president of municipal corporation of Nagpur regarding public services. **16**
3. a) What is personal letter? **4**
- b) Describe the main point included in an Interview letter. **4**
- c) Discuss the order of appointment. **4**
- d) Give a show-cause notice to an employee for his late coming in office. **4**

OR

- e) Write the order of Dismissal. **4**

- f) Do the secretarial correspondence, with shareholders about the loss of company. **4**
- g) Draft a Discharge letter. **4**
- h) Make differences between Interview letter and Appointment letter. **4**
4. a) What are the objectives of Report writing? **4**

- b) Draft a Internal Memo. **4**
- c) Define office circulars. **4**
- d) Describe the communication with branch office. **4**

OR

- e) Explain 'Internal Memo brings discipline in an employee' **4**
- f) What is the main purpose of office circulars? **4**
- g) Describe various causes of Report writing. **4**
- h) Explain it 'Inter Departmental communication is necessary to get success in your business'. **4**

5. a) Write an essay on "E - Commerce".

16



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OR

b) Write an essay on "Importance of Transportation".

16

B.B.A. Part - I

Business Communication

P. Pages : 4

Time : Three Hours

Max. Marks : 80

- Notes : 1. All questions are compulsory.
2. All questions carry equal marks.

1. a) What are the various guide lines for effective communication? 4
- b) Describe in short the communication process model. 4
- c) Differentiate between upward and downward communication. 4
- d) What are the major advantages of oral communication? 4

OR

- e) What are the major disadvantages of written communication? 4
- f) Explain the various noise barriers to effective communication. 4