

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) Explain the meaning of communication with its importance. 4
- (b) Give the essentials of an effective communication. 4
- (c) Explain the difference between Formal communication and Informal communication. 4
- (d) Give the advantages of written communication. 4

OR

- (c) Significance of communication. 4
- (f) Give the difference between Upward communication and Down ward communication. 4
- (g) Explain the demerits of oral communication. 4
- (h) Which are the different channels of communication ? 4
2. (a) The water supply in your locality is irregular. Ask the Water Supply Department to regularise it or provide tankers. 16

OR

- (b) Draft a sales letter for the sale of 4-G mobile at your company with existing offers. 16
3. (a) Draft a show cause notice to an employee for misbehaving with his colleagues. 4
- (b) Write a letter to Bank for providing the Bank statement for the month of March. 4
- (c) Write a letter to a candidate for calling him for interview. 4
- (d) Give the difference between personal letter and Business letter. 4

OR

- (e) Write an appointment letter to a candidate who had been selected for the post of HR Manager. 4
- (f) Draft a notice for Annual General Meeting of shareholders. 4
- (g) Draft a Resume applying for the post of Head Clerk. 4
- (h) Write a Dismissal letter to the employee for the fraud done by him. 4
4. (a) Give the importance of Report writing. 4
- (b) What is office circular ? 4
- (c) Draft an office order banning smoking in the office premises. 4
- (d) Write a letter to 'Purchase Department' for stock verification. 4

OR

- (e) What is meant by Internal Memo ? 4
 - (f) Draft an office circular regarding a computer training programme. 4
 - (g) Which are the different types of Report ? 4
 - (h) What is meant by office note ? 4
5. Write an essay on "Time Management - Need of Era". 16

OR

Write an essay on "Information Technology and Indian Culture". 16