

S. NO: 303

BATCH: 87-2016

Reg. No.:

END OF SEMESTER EXAMINATIONS, APRIL / MAY – 2017  
BUSINESS COMMUNICATION  
SUBJECT CODE : 14UABM04

MAJOR : B.B.A  
TIME : 3 HOURS

SEMESTER : II  
MAX. MARKS: 75

**SECTION – A (10 X 1 = 10)**

**Answer All the Questions:**

1. Define Communication.
2. State the types of communication.
3. What do you mean by offer?
4. What do you mean by collection letters?
5. Define agenda.
6. Define minutes.
7. What do you mean by reports?
8. What do you mean by reference?
9. What do you mean by short speeches?
10. Define Internet.

**SECTION – B (5 X 4 = 20)**

**Answer any FIVE Questions:**

11. Briefly explain the importance of communication.
12. What are the usual terms used in quotations?
13. How to write collection letters?
14. What are the kinds of meetings?
15. Briefly explain the points to be considered while preparing the minutes.
16. Write short notes on formal reports.
17. Briefly explain about Circulars.
18. What are the importance of precise writing?

**SECTION – C (3 X 15 = 45)**

**Answer any THREE Questions:**

19. Explain the kinds of communication.
20. Explain the structure of a business letter.
21. Draft an agenda and prepare a minutes of an annual general meeting.
22. Draft a specimen of application for appointment with references and appointment order.
23. Write short notes on (i) Telex (ii) Telegram (iii) Fax.

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