

END OF SEMESTER EXAMINATIONS, APRIL / MAY - 2018

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. What is communication?
2. Draw a process diagram of communication.
3. Mention important points that should be included in a quotation.
4. What is meant by a status enquiry?
5. What are the two duties of a company secretary?
6. What are the two types of minutes?
7. What is a report?
8. What is a Resume?
9. Mention any two characteristics of a good written speech.
10. Define Telex.

SECTION - B (5 X 4 = 20)**Answer any FIVE Questions:**

11. What is the importance of communication?
12. Draft a suitable reply to a customer who has complained the receipt of wooden furniture in a damaged condition and requested replacement.
13. Draft a suitable reply to the manager of a firm who has expressed a desire to open a current account with your Bank.
14. Draft the minutes of the meeting of the board of directors of the Indian fibreglass company private Ltd., held prior to the annual general meeting.
15. Draft an application for the post of the secretary of public limited company.
16. State the important content of report.
17. State the characteristics of a good speech.
18. What are the uses of internet?

SECTION - C (3 X 15 = 45)**Answer any THREE Questions:**

19. What are the various barriers to communication? Explain it's briefly.
20. Describe with illustrations the different parts of a letter.
21. As the secretary of a company secretary, draft a circular announcing the arrangements for shareholder's visit to the factory.
22. Your company's baby food is facing competition from a rival product introduced recently. You have been asked to visit the southern zone and investigate the matter. Prepare a report containing your findings to be submitted to the chairman.
23. Discuss briefly the advantages and disadvantages of using telephone as a means of communication.
