

END OF SEMESTER EXAMINATIONS, NOVEMBER – 2017
BUSINESS COMMUNICATION
SUBJECT CODE: 14UABM04

MAJOR: BBA
TIME : 3 HOURS

SEMESTER : II
MAX. MARKS: 75

SECTION – A (10 x 1 = 10)

Answer All the Questions:

1. Define communication.
2. What are the barriers of communication?
3. What do you mean by quotations?
4. Define insurance.
5. What are the different types of share holders?
6. Define minutes.
7. What do you mean by annual reports?
8. What do you mean by appointment letters?
9. What do you mean by memo?
10. Define intercom.

SECTION – B (5 x 4 = 20)

Answer Any FIVE Questions:

11. Briefly explain the essentials of communication.
12. List out and explain any five barriers to communication.
13. When could a collection letter be in a severe tone?
14. What are the duties of a company secretary?
15. What are the characteristics of a good report?
16. Explain the situation in which office circulars may be issued.
17. What are the contents of an application letter?
18. Explain various functions of an application letter.

SECTION – C (3 x 15 = 45)

Answer Any THREE Questions:

19. Explain the various types of Communication.
20. As a retailer, draft a letter to Rainbow India Private Ltd., Mumbai, placing an urgent order with them for certain goods required for the forthcoming rainy season.
21. As the secretary of a company, draft a circular announcing annual general meeting of the company.
22. Draft an application for the post of a chief accountant in an export organization.
23. Write short notes on (i) Internet (ii) Intercom (iii) Telegrams.

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