

S.No. 1304

12UBA02/14UBA02/  
12UBAA10

(For the candidates admitted from 2012-2013 onwards)

B.B.A. DEGREE EXAMINATION, APRIL/MAY 2018.

First and Third Semester

BUSINESS COMMUNICATION

(Common for B.Sc. Psychology)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What is an offer?
2. What do you mean by salutation?
3. What are the contents of a quotation letter?
4. What is upward communication?
5. Define layout of a business letter.
6. What do you mean by collection letters?
7. What is status enquiry?

8. What do you know about minutes?

9. What is precise writing?

10. Define insurance.

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

11. (a) What are the important objectives of communication?

Or

(b) Explain the unique features of face to face communication.

12. (a) Explain the purpose of writing status enquiry letter.

Or

(b) What are the points to be taken into consideration while writing complaint letters?

13. (a) What are the basic principles of insurance?

Or

(b) Who is an agent? What are his duties?

14. (a) What is an agenda? Prepare an agenda for your college annual day function.

Or

(b) Differentiate agenda and minutes.

15. (a) What are the Important steps in preparing reports?

Or

(b) Describe the need for reports in business and industry.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Elaborate the principles of effective communication in detail.

17. Briefly discuss the different stages of collection letter in detail.

18. Write an application letter to a reputed company for the post of marketing manager with your bio-data.

19. Enumerate the role of company secretary in secretarial correspondence.

20. Discuss the different types of reporting used in the business and industry.