

18. Write an application letter to MNC for the post of chief Accounts officer with your resume.
 19. Draft a letter to the directors of the company to attend Board of directors meeting.
 20. Discuss the importance or characteristics of good speech. How do you make plan to give your speech well?
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S.No. 1197

**17UBR02/
17UBA02/17UIB02**

(For the candidates admitted from 2017-2018 onwards)

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

First Semester

International Business

BUSINESS COMMUNICATION

(Common for B.B.A.(RM) and B.B.A.)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. State any two objectives of communication.
2. What is media of communication?
3. State the importance of complaint letter.
4. What do you mean by 'offer'?
5. State any two circumstances for Banking Correspondence.

6. Define the term 'Agency'.
7. Define 'company'.
8. Who may be called as "Director"?
9. Mention any two Importance of Report.
10. What do you understand by Report by Committee?

PART B — (5 × 5 = 25 marks)

Answer ALL the questions.

11. (a) What are the demerits of written communication?

Or

- (b) How do you overcome the barriers to communication?

12. (a) Explain the layout of the Business letter.

Or

- (b) Draft a circular letter to the customers of your concern.

13. (a) Under what circumstances the letter may be drafted to the Insurance companies.

Or

- (b) Write a letter to the manufacturing company asking for taking agency in your area.

14. (a) Draft a letter to the shareholders of a company informing to attend the Annual General meeting.

Or

- (b) Draft a prospectus to issue the new equity shares of your company to the public.

15. (a) Explain the characteristics of a good report.

Or

- (b) What are the contents of a report in the business?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Describe the principles of an effective communication.

17. Write a collection letter to your customer to collect the long pending amount dues.