



Second Semester 5 Year B.B.A.,LL.B. (Hons.) Examination, June 2011
BUSINESS COMMUNICATION
(Course – IV)

Duration : 2¹/₂ Hours

Max. Marks : 70

- Instructions :** 1. Answer **all** the Units **compulsorily**.
2. Figures to the **right** indicate marks.

UNIT – I

Q. No. 1.(A) Explain the meaning and importance of communication.

OR

“The single most significant characteristic of the human race is the ability to communicate” – Discuss.

Marks : 9

(B) Write short notes on **any one** of the following :

- i) Communicators
- ii) Models of communication.

Marks : 5

UNIT – II

Q. No. 2.(A) Write a note on the errors in communication.

OR

Discuss the pre-requisites of good business communication.

Marks : 9

(B) Write short notes on **any one** of the following :

- i) Need for business communication
- ii) The process of communication.

Marks : 5

UNIT – III

Q. No. 3.(A) Explain the characteristics of a good business letter.

OR

What is the main purpose of a business letter ? What points should be writer of a business letter keep in mind so that his purpose may be served best ?

Marks : 9

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(B) Draft a letter of reply to a complaint by a share-holder regarding non-receipt of dividend warrant for the current year.

OR

Draft an office memorandum warning an employee against his habit of reading newspapers and magazines during office hours.

Marks : 5

UNIT – IV

Q. No. 4.(A) What is a report ? State the main points to be considered in drafting a report.

OR

Explain the different kinds of report.

Marks : 9

(B) Draft a suitable speech to be distributed by the Chairman, Board of Directors of a company at its Fifth Annual General Meeting.

OR

Write a short note on 'Reports of investigation'.

Marks : 5

UNIT – V

Q. No. 5.(A) Explain the meaning and importance of MOU.

OR

Explain how the right to information has empowered common man.

Marks : 9

(B) Write a letter to the consumer forum complaining against Electrical Appliances Dealer who has refused to exchange a defective Mixer-Grinder.

OR

Write a letter to the KSRTC authority complaining against the misbehaviour of bus drivers and conductors.

Marks : 5