



Second Semester 5 Year B.B.A., LL.B. (Hons.) Examination, January 2012
BUSINESS COMMUNICATION

Duration : 2½ Hours

Max. Marks : 70

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

UNIT – I

Q. No. I. (a) Explain the importance of communication and communicators. Marks : 9

OR

Define communication. Mention the different types of communication.

(b) Write a note on oral communication. Marks : 5

OR

Write a note on models of communication.

UNIT – II

Q. No. II. (a) What is meant by internal and external communication ? Marks : 9

OR

Explain the semantic and socio-psychological barriers in communication.

(b) Write short notes on **any one** of the following : Marks : 5

a) Grapevine communication

b) The process of communication.

UNIT – III

Q. No. III. (a) Explain the parts of a good business letter. Marks : 9

OR

Explain the seven 'C' s of communication.

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- (b) Draft a reply to an enquiry, furnishing quotation for a wide range of glass ware.

Marks : 5

OR

Swami Bros, Bangalore have received plastic bags in damaged condition, from Plastic Products, Mumbai. Write a letter of complaint on behalf of Swami Bros, Bangalore to Plastic Products, Mumbai, asking for a replacement of the bags.

UNIT – IV

- Q. No. IV. (a) Explain the different kinds of reports.

Marks : 9

OR

What is a report ? Explain the structure of a good report.

- (b) The results of a college have been very poor for the last five years. The Managing Committee of the society which runs the college has asked the principal to make a recommendatory report for improving the results – Draft a report.

Marks : 5

OR

Write a note on salient features of a good formal report.

UNIT – V

- Q. No. V. (a) Explain how the right to information has empowered the common man.

Marks : 9

OR

Explain the lay-out of a public appeal.

- (b) Draft a representation to the municipality of your city for clearance of surroundings around your office premises.

Marks : 5

OR

Write a letter to the consumer forum against a dealer who has refused to exchange a defective washing-machine.