



Second Semester of Five Year B.B.A.,LL.B. Examination, June 2011
BUSINESS COMMUNICATION (Course – III)

Duration : 3 Hours

Max. Marks : 100

- Instructions :**
1. Answer all **5** Questions.
 2. Answers should be written in English **completely**.
 3. **One** question from Part (a) and **one** from Part (b) should be attempted in **each** unit.

UNIT – I

Q. No. 1. (a) What is communication ? Mention different types of communication.

Marks : 15

OR

What are the benefits of communication ?

(b) Write a short note on Oral Communication.

Marks : 05

OR

Why Body language is so important in communication ?

UNIT – II

Q. No. 2. (a) What is mis communication ? How it happens and why ?

Marks : 15

OR

For good business, is communication necessary, write the pre requisits for this.

(b) Define business communication and its need.

Marks : 05

OR

Write a short note on brain drain.

P.T.O.

0233

-2-



UNIT – III

Q. No. 3. (a) What are the features of enquiry letters ?

Marks : 15

OR

What are the characteristics of a good business letter ?

(b) Write a short note on complaint letters.

Marks : 05

OR

Why courtesy on a readers side so important in drafting a letter ?

UNIT – IV

Q. No. 4. (a) What is report ? Mention different types of company reports.

Marks : 15

OR

What are the importance of the report ?

(b) Write a note on periodical reports.

Marks : 05

OR

When and why the reports of enquiry and investigation are drafted and undertaken ?



UNIT – V

Q. No. 5. (a) As a chairman what are the things to be kept in mind while drafting a speech for company meetings.

Marks : 15

OR

Write a press note for introducing a new branch office at Hubli.

(b) Why is press note so important for a business firm ?

Marks : 05

OR

Write a short note on a speech.
