



**Second Semester of Five Year B.B.A.,LL.B. Examination, Dec. 2012**  
**BUSINESS COMMUNICATION**

Duration : 3 Hours

Max. Marks : 100

- Instructions:** 1. Answer **all 5** questions.  
2. **One** essay type and **one** short note question from **each** Unit have to be attempted.

**UNIT – I**

- Q. No. 1. (a) Define Communication. Explain the different stages in the communication cycle. Marks : 15

OR

“Communication in an organisation is multidirectional”. Discuss the statement by explaining briefly the different types of channels of communication based on directions of communication.

- (b) Write a note on “E-mail”. Marks : 5

OR

Note on : Importance and benefits of communication.

**UNIT – II**

- Q. No. 2. (a) “Life is a communication – centered activity. If we cannot communicate effectively, we cannot live effectively”. Explain the statement and describe the various aspects of body language. Marks : 15

OR

What is formal communication ? Explain any three types of formal communication used in business world.

P.T.O.



(b) Explain the importance of upward communication in business. Marks :

OR

Write a note on : Need of communication in business.

### UNIT – III

Q. No. 3. (a) Messrs. G.S. Bhat and Bros. complain that 100 tins of condensed milk ordered by them arrived in a damaged condition. Draft a complaint about it asking for its quick replacement.

Marks : 15

OR

Write a quotation letter for pressure cookers. Place an order for the same on Jagadish Traders, Kolkata. Draft the order giving the necessary instructions.

(b) Write a note on : Effective Writing”.

Marks : 5

OR

Note on : Modern tools of communication and their impact.

### UNIT – IV

Q. No. 4. (a) Draft a feasibility report on setting up a nationalised bank branch in Hungund Taluka.

Marks : 15

OR

Write a report on the theft of student’s moped from the college scooter stand. Draft with recommendations.

(b) Write a note on : “Press Reports”.

Marks : 5

OR

Write a note on “Structure of Report Writing”.



**UNIT – V**

Q. No. 5. (a) Draft a speech as a chairman of NGO of the United Progressive Alliance on fulfilling the promises made in common wealth programme.

Marks : 15

OR

As a Chief Guest, draft the speech you would make on the closing ceremony of a Trade Conference held in Dharwad.

(b) Write a note on : Public Relations.

Marks : 5

OR

Note on : Counselling and Motivation.

---