



**Second Semester of Five Year B.B.A.,LL.B. Examination, January 2012**  
**BUSINESS COMMUNICATIONS**

Duration : 3 Hours

Max. Marks : 100

- Instructions:** 1. Answer **all 5** questions.  
2. **One** essay type and **one** short note question or problem have to be attempted from Part (a) and Part (b) in **each Unit**.  
3. Figures to the **right** indicate **marks**.

**UNIT – I**

Q. No. 1. (a) Explain the process of communication. Marks : 15

OR

Explain the importance of communication.

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

OR

Importance of body language in communication.

**UNIT – II**

Q. No. 2. (a) Discuss the prerequisites of good communication. Marks : 15

OR

Explain the physical and semantic barriers in communication.

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

OR

Write a note on grapevine communication.

P.T.O.

0233



**UNIT – III**

Q. No. 3. (a) What are the characteristics of a good letter ?

Marks : 15

OR

Explain the 7 'C' of a good business letter.

(b) Write a letter of enquiry to a private hospital for conducting a health check-up in your factory.

Marks : 5

OR

Write a note on circular letters.

**UNIT – IV**

Q. No. 4. (a) What is a report ? Explain the types of reports.

Marks : 15

OR

Explain the parts of a good report.

(b) There have been constant complaints from your customers about late delivery of goods and shortage in the goods supplied. As the head, of the dispatch section draft a report.

Marks : 5

OR

There has been a remarkable decline in the sale of sports goods manufactured by a company. The marketing manager has been asked to report with recommendations for stopping the decline. Prepare a report.

**UNIT – V**

Q. No. 5. (a) What are the characteristics of a good speech ?

Marks : 15

OR

Discuss the characteristics of a press release.

(b) Prepare a press release to announce the decision of your company to change its name and commence a new business.

Marks : 5

OR

Draft a speech inaugurating a trade fair of handicrafts and products of small scale industries.