



Second Semester of Five Year B.B.A., LL.B. Examination, June/July 2012
BUSINESS COMMUNICATIONS

Duration : 3 Hours

Max. Marks : 100

- Instructions:**
1. Answer **all 5** questions.
 2. One essay type and **one** short note question 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) Write an explanatory note on feedback skills. Marks : 15

OR

Explain the channels of oral communication.

(b) Write a note on advantages of written communication. Marks : 5

OR

Benefits of communication.

UNIT – II

Q. No. 2. (a) Explain the socio-psychological barriers in communication. Marks : 15

OR

Explain the pre-requisites of good business communication.

(b) Write a short note on brain-drain. Marks : 5

OR

Write a note on 'Types of Grapevine Chains'.

UNIT – III

Q. No. 3. (a) Explain the parts of a good letter. Marks : 15

OR

What is a complaint letter ? Explain the guidelines for drafting replies to the complaint letters.

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- (b) Draft a circular letter announcing a gift scheme on the occasion of New year to increase the sales of the latest designs in suitings.

Marks : 5

OR

Draft a letter to Rainbow India Pvt. Ltd. Bangalooru placing an urgent order with them for certain goods required for the forthcoming rainy season.

UNIT – IV

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

Marks : 15

OR

What are the characteristics of a good report.

- (b) Draft a report of enquiry into the charges of a junior employee's misbehavior with an officer.

Marks : 5

OR

The principal of a college has appointed a committee of two teachers and three students to suggest new directions in which students co-curricular activities can be developed. Draft a committee's report.

UNIT – V

- Q. No. 5. (a) Explain the characteristics of a good press release.

Marks : 15

OR

Explain how to prepare a text for a public speech.

- (b) Prepare a suitable press release to announce that your company has signed an agreement with a company in Japan for the production of compact discs and CD players.

Marks : 5

OR

Draft a suitable speech to be given by the Chairman of a finance company, on its Annual General Meeting.