

COURSE CODE - 1050409
UG DEGREE EXAMINATION - SEP 2014
BBA
ALLIED I BUSINESS COMMUNICATION

(For the candidates admitted from Academic year 2011 onwards)

Time: 3 hours

Max. Marks: 75

PART - A

Answer All the Questions:

10 X 2 = 20

Answer should not exceed ½ pages.

1. Define communication.
2. Explain the term oral communication.
3. What is business letter?
4. State the contents of an order form.
5. Explain the term business report.
6. Define interview.
7. What is meant by meeting?
8. What is negotiation?
9. What is meant by media management?
10. What is bank correspondence?

PART - B

Answer All Questions:

5 X 5=25

Answer should not exceed 1½ page

11. a. What are the objectives of communication?

(Or)

- b. What are the essentials of an effective business?
12. a. Write a letter of enquiry.

(Or)

- b. Mention circumstances in which you refuse the execution of an order.

13. a. Give the specimen of a circular letter.

(Or)

- b. Explain types of interview.

14. a. What are the objectives of meetings?

(Or)

- b. Explain the negotiation techniques and skill in brief.

15. a. Write short note on insurance and agency correspondence.

(Or)

- b. What are the steps suggested to write a report?

PART -C

Answer Any Two Questions:

2X15=30

Answer should not exceed 1½ page

16. Explain the various barriers to communication.
17. What is a collection letter? What are the guidelines for an effective collection letter?
18. Discuss the types of business report.
19. What are minutes? Explain their types.
20. What is business society? Explain the objectives of business.