

**BBM 102**

**Reg. No. ....**

**CREDIT BASED FIRST SEMESTER B.B.M. DEGREE  
EXAMINATION**

**OCTOBER 2012**

**BUSINESS COMMUNICATION**

**Time: 3 Hrs**

**Max. Marks: 80**

**SECTION – A**

**Answer any THREE questions: 3X15=45**

1. What is Business Communication? Explain the barriers to communication.
2. Explain the importance of communication in business. What are the rules of effective communication?
3. State the essentials of a good business letter. Discuss with illustration the different parts of a business letter.
4. a) What is complaint letter? What are the various reasons of writing complaint letters? **(07)**  
b) Draft a letter from Mayura Textiles, Bangalore to Sulthan Textiles, Gujarat complaining that readymade clothes are of poor quality. **(08)**

**SECTION – B**

**Answer any FIVE questions: 5X5=25**

5. Describe the process of communication with the chart.
6. Explain the characteristics of a good business report.

7. Explain different communication skills.
8. Write a letter to Mr. Vishwas working as an accountant in your firm, confirming his services.
9. Explain is a précis? Explain the ten golden rules in précis writing.
10. Place an order with Kalpatharu Oil Mills, Udupi for the supply of 200 tins of coconut oil.

**SECTION – C**

**Answer all the questions.**

**10X1=10**

11. a) When do we use the term 'Mesdames' in business letters?
- b) What is meant by body language?
- c) What is window envelope?
- d) Give the meaning of consensus.
- e) Give the meaning of FAX.
- f) What do you mean by Non-Verbal communication?
- g) What do you mean by fully blocked form of a letter?
- h) What is a gesture?
- i) What is a grape vine?
- j) What is a Resume?

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BBM 102

Reg. No. ....

**CREDIT BASED FIRST SEMESTER B.B.M. DEGREE EXAMINATION OCTOBER 2013  
BUSINESS MANAGEMENT  
Business Communication**

**Time: 3 Hrs**

**Max. Marks: 80**

**SECTION – A**

**Answer any three of the following:**

**3X15=45**

1. Define Business Communication. Explain the different types of communication.
2. a) "The technique of writing collection letters will vary with the character of debtor and the circumstances in which he is placed" – Discuss. (07)
- b) Draft a letter of collection to a customer whose dues for purchase of Electronic Appliances are not settled for a long time in spite of strong reminders. (08)
3. a) Draft a letter to Rainbow India Pvt. Ltd, Kolkatta, placing an urgent order with them for certain goods required for the forthcoming rainy season. Draw their attention to the need for prompt delivery and special discount. (07)
- b) A customer wishes to have his order executed by a trader on credit. Since the customer is new to the trader, he wants to get credit references from the customer. Draft a letter from the Trader asking the customer to furnish the names of his banker and trade references. (08)
4. a) Indra & Co. complains to Chandra & Co., Mangalore that 10 out of 75 books received from them were in a damaged condition and ask them to replace the damaged books. Draft the letter. (07)
- b) Draft a suitable reply from Chandra & Co. giving a suitable adjustment. (08)

**SECTION – B**

**Answer any Five of the following (Question No. 10 is compulsory):**

**5X5=25**

5. Explain the process of communication.
6. Briefly explain any five objectives of Business Communication.
7. Write a letter to an applicant for the post of Accounts officer to present himself for a personal

interview.

8. Write a note on communication skills.
9. Draft a reply from a credit customer giving explanation for a strong reminder letter and giving reasons for delay in payment and enclosing cheque for the amount due.
10. **Precis writing.**  
Draft a précis of the following passage to about  $\frac{1}{3}$  of its original length and suggest a suitable title.  
Although it is universally accepted that economic planning is absolutely necessary for promoting economic growth of under-developed countries, there is no unanimity with regard to its alternative possibilities. The intelligentsia should overcome the limitations associated with the particular pattern of planning popularized by Russia and study the probable social and economic costs incurred and welfare achieved through such alternative possibilities. The reorientation of economic outlook should, instead of aiming only at material advancement of nations, take cognizance of socio-cultural consequences resulting from certain large scale creative factors invariably involving in planning. Of course, planning for economic growth must be based on clear scientific percepts. But economic planning however sound it be proves futile under it embodies traditional, social and cultural values that are deeply rooted in the civilization of Eastern Countries. Modern economist and sociologists should not continue the present mistake of watching only influence of technological changes resulting from planning.

#### SECTION – C

11. **Answer all the following:** **10X1=10**
- a) What do you mean by solicited enquiry?
  - b) What are status enquiry letters?
  - c) What is a Statutory Report?
  - d) Differentiate between Testimonial and Reference.
  - e) What are sales letters?
  - f) What do you mean by grapevine?
  - g) What is meant by verbal communication?
  - h) Why is written communication preferred to oral communication?
  - i) What is vertical communication?
  - j) Give the meaning of 'consensus' in communication.

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**BBM 102.1**

**Reg. No. ....**

**CREDIT BASED FIRST SEMESTER B.B.M. DEGREE EXAMINATION OCTOBER 2014**

**BUSINESS MANAGEMENT  
BUSINESS COMMUNICATION**

**Time: 3 Hrs**

**Max. Marks**

**SECTION – A**

**Answer any Three out of Four questions:**

**3X15**

1. Describe the barriers to communication.
2. Explain the essentials of good Business Report.
3. Explain the Eight C's of commercial correspondence.
4. a) What are the points to be borne in mind while writing letters of enquiry? (07)  
b) Prepare a specimen enquiry letters asking quotations for manufacture of watches. (08)

**SECTION – B**

**Answer any Five out of Six questions: 5X5=25**

5. What are the objectives of communication?
6. Explain the merits and demerits of grapevine.
7. State the essentials of effective written communication.
8. State the guidelines for effective visuals.
9. Write a sales letter about a toilet soap.
10. Prepare a letter asking the candidate to appear for an interview for the post of an Assistant Accountant.

**SECTION - C**

11. **Answer all the questions:**

**2X5**

- a) What is meant by Semantic Barrier?
- b) What do you understand by consensus?
- c) What is free flow network?
- d) Mention the five aspects of the physical appearances of a letter.
- e) What is meant by Trade references?

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**BBM 102.1**

**Reg. No. ....**

**CREDIT BASED FIRST SEMESTER B.B.M. DEGREE EXAMINATION  
OCTOBER 2015  
BUSINESS MANAGEMENT  
Business Communication**

**Time: 3 Hrs.**

**Max. Mark**

**SECTION – A**

**Answer any Three questions:**

**3×**

1. Explain the objectives of effective communication.
2. Explain the Methods, importance and limitations of upward communication.
3. a) Surya and Co. complains to Arya and Co. Mangalor that 15 out of 70 books received from them were damaged condition and ask them to replace the damaged books. Draft the letter.  
b) Draft a suitable reply from Arya and Co. giving a suitable adjustment.
4. What is structure of a letter? Explain the various contents of a Business Letter.

**SECTION – B**

**Answer any Five questions:**

**5:**

5. Write a note on verbal communication skills.
6. State the importance of the Grapevine.
7. What are the types of Communication Network?
8. Narrate the steps in preparing reports.
9. Prepare an enquiry letter asking for price of computer.
10. Write a letter to your banker to get you necessary information about the credit standing of a firm, which desires of operating a credit account with you.

**SECTION - C**

**Answer all the following:**

**5:**

11. Define communication.
12. What do you mean by Barriers to Communication?
13. What is 'Kinesics'?
14. Mention any two merits of Internet.

15. What is meant by collection letters?

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**CREDIT BASED FIRST SEMESTER B.B.A. DEGREE EXAMINATION  
OCTOBER – 2016**

**BUSINESS ADMINISTRATION  
BUSINESS COMMUNICATION**

Time: 3 Hrs.

Max. Marks: 80

**SECTION – A**

**Answer any Three questions:****3×15=45**

1. Explain the different types of communication within an organisation.
2. Describe the merits and demerits of written communication.
3. Explain the steps involved in the preparation of a report.
4. a) Prepare a circular drawing the attention of the employees to some undesirable aspects of their conduct. **(08)**  
b) Draft an application for the post of the Secretary of a large public limited company. **(07)**

**SECTION – B**

**Answer any Five questions:****5×5=25**

5. State the objectives of communication.
6. What are the principles of writing reports?
7. Write a note on E-business.
8. What are the essentials of Business letters?
9. Write a letter enquiring of your suppliers about the price and time of delivery of raincoats, overcoats, and gumboots.
10. Having received references from Murali & Co., Shrutha Electronics Corporation takes up one of them and requests for credit information. Write the letter.

**SECTION - C**

**11. Answer all the questions:****5×2=10**

- a) What is meant by semantic barrier to communication?
- b) State any two uses of graphs.
- c) What is meant by kinesics?
- d) What is upward communication? Give example.
- e) What is teleconferencing?