

**B.B.A. DEGREE EXAMINATION, APRIL 2019**  
**I Year I Semester**  
**Business Communication**

**Time : 3 Hours**

**Max.marks :75**

**Section A** ( $10 \times 2 = 20$ ) Marks

Answer any **TEN** questions

1. What do you mean by grapevine communication?
2. What is acknowledgement letter in Business?
3. Define Agency.
4. What do you mean by Agenda?
5. Mention the three types of barrier in communication.
6. Define Internet.
7. List any three uses of digital medium in business?
8. What is a report?
9. What do you mean by correspondence with shareholders?
10. Define circular.
11. Define office order.
12. List any two factors required for effective communication.

**Section B** ( $5 \times 5 = 25$ ) Marks

Answer any **FIVE** questions

13. What are the uses of effective communication in business?
14. Explain briefly the objectives of Circular Letter.
15. Explain briefly the three stages of report writing.
16. List the importance of Minutes of Meeting.
17. What is a website? Mention its uses for business.
18. Write a reply letter to your customer who has enquired about the availability of the company's service Centre in Hyderabad.
19. Write a complaint letter to the health insurance agent for delaying in claim settlement.

**Section C** ( $2 \times 15 = 30$ ) Marks

Answer any **TWO** questions

20. Explain in detail about the objective of upward and downward communication.
21. List the main ten parts of Business Letter and explain them.
22. Write a letter to the cycle company requesting to get their agency and also write a reply letter on behalf of the company.
23. List the various forms of modern communication devices and explain them briefly.

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