

B.B.A DEGREE EXAMINATION, APRIL 2020
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 is Business Communication?
2. What is grapevine?
3. State the types of Letters
4. Define sales letter.
5. Define office note.
6. Define complementary close.
7. What is Cheque?
8. Who can be a Director?
9. Define Insurance.
10. Define Report.
11. What is Fax?
12. What is Internet?

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

Answer any **FIVE** questions

13. State the types of Communication.
14. Explain the Functions of Business letter.
15. Write a Complaint letter to the supplier for delaying delivery of goods.
16. Describe the Contents of Minutes.
17. Write a letter to a banker asking Explanation for dishonouring a cheque.
18. What is Email? Explain its uses.
19. Explain the Layout of a business letter.

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

Answer any **TWO** questions

20. Discuss the barriers of communication and how to overcome it?
21. Describe types and Qualities of Business Letters.
22. Draft an Insurance Correspondence amp; Director Correspondence letter.
- 23 Enumerate the Modern forms of Communication.

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