



0233

Second Semester of Five Year B.B.A.,LL.B. Examination, Dec. 2012
BUSINESS COMMUNICATION

Duration : 3 Hours

Max. Marks : 100

- Instructions :** 1. Answer all 5 questions.
2. One essay type and one short note question from each Unit have to be attempted.

UNIT – I

Q. No. 1. (a) Define Communication. Explain the different stages in the communication cycle.

Marks : 15

OR

"Communication in an organisation is multidirectional". Discuss the statement by explaining briefly the different types of channels of communication based on directions of communication.

(b) Write a note on "E-mail".

Marks : 5

OR

Note on : Importance and benefits of communication.

UNIT – II

Q. No. 2. (a) "Life is a communication – centered activity. If we cannot communicate effectively, we cannot live effectively". Explain the statement and describe the various aspects of body language.

Marks : 15

OR

What is formal communication ? Explain any three types of formal communication used in business world.

P.T.O.



- (b) Explain the importance of upward communication in business. Marks : 5

OR

Write a note on : Need of communication in business.

UNIT – III

- Q. No. 3. (a) Messrs. G.S. Bhat and Bros. complain that 100 tins of condensed milk ordered by them arrived in a damaged condition. Draft a complaint about it asking for its quick replacement.

Marks : 15

OR

Write a quotation letter for pressure cookers. Place an order for the same on Jagadish Traders, Kolkata. Draft the order giving the necessary instructions.

- (b) Write a note on : "Effective Writing".

Marks : 5

OR

Note on : Modern tools of communication and their impact.

UNIT – IV

- Q. No. 4. (a) Draft a feasibility report on setting up a nationalised bank branch in Hungund Taluka.

Marks : 15

OR

Write a report on the theft of student's moped from the college scooter stand. Draft with recommendations.

- (b) Write a note on : "Press Reports".

Marks : 5

OR

Write a note on "Structure of Report Writing".



UNIT - V

Q. No. 5. (a) Draft a speech as a chairman of NGO of the United Progressive Alliance on fulfilling the promises made in common wealth programme.

Marks : 15

OR

As a Chief Guest, draft the speech you would make on the closing ceremony of a Trade Conference held in Dharwad.

(b) Write a note on : Public Relations.

Marks : 5

OR

Note on : Counselling and Motivation.



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.

P.T.O.



- (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.



0233

Second Semester of Five Year B.B.A.,LL.B. Examination, January 2012
BUSINESS COMMUNICATIONS

Duration : 3 Hours

Max. Marks : 100

- Instructions:** 1. Answer **all 5** questions.
2. **One** essay type and **one** short note question or problem 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) Explain the process of communication. Marks : 15

OR

Explain the importance of communication.

(b) Write a short note on oral communication. Marks : 5

OR

Importance of body language in communication.

UNIT – II

Q. No. 2. (a) Discuss the prerequisites of good communication. Marks : 15

OR

Explain the physical and semantic barriers in communication.

(b) Write a note on need for communication. Marks : 5

OR

Write a note on grapevine communication.

P.T.O.

**UNIT – III**

Q. No. 3. (a) What are the characteristics of a good letter ?

Marks : 15

OR

Explain the 7 'C' of a good business letter.

(b) Write a letter of enquiry to a private hospital for conducting a health check-up in your factory.

Marks : 5

OR

Write a note on circular letters.

UNIT – IV

Q. No. 4. (a) What is a report ? Explain the types of reports.

Marks : 15

OR

Explain the parts of a good report.

(b) There have been constant complaints from your customers about late delivery of goods and shortage in the goods supplied. As the head, of the dispatch section draft a report.

Marks : 5

OR

There has been a remarkable decline in the sale of sports goods manufactured by a company. The marketing manager has been asked to report with recommendations for stopping the decline. Prepare a report.

UNIT – V

Q. No. 5. (a) What are the characteristics of a good speech ?

Marks : 15

OR

Discuss the characteristics of a press release.

(b) Prepare a press release to announce the decision of your company to change its name and commence a new business.

Marks : 5

OR

Draft a speech inaugurating a trade fair of handicrafts and products of small scale industries.



0244

Second Semester 5 Year B.B.A.,LL.B. (Hons.) Examination, June 2011
BUSINESS COMMUNICATION
(Course – IV)

Duration : 2½ Hours

Max. Marks : 70

- Instructions :** 1. Answer **all** the Units **compulsorily**.
2. Figures to the **right** indicate marks.

UNIT – I

Q. No. 1.(A) Explain the meaning and importance of communication.

OR

“The single most significant characteristic of the human race is the ability to communicate” – Discuss.

Marks : 9

(B) Write short notes on **any one** of the following :

- i) Communicators
- ii) Models of communication.

Marks : 5

UNIT – II

Q. No. 2.(A) Write a note on the errors in communication.

OR

Discuss the pre-requisites of good business communication.

Marks : 9

(B) Write short notes on **any one** of the following :

- i) Need for business communication
- ii) The process of communication.

Marks : 5

UNIT – III

Q. No. 3.(A) Explain the characteristics of a good business letter.

OR

What is the main purpose of a business letter ? What points should be writer of a business letter keep in mind so that his purpose may be served best ?

Marks : 9

P.T.O.



- (B) Draft a letter of reply to a complaint by a share-holder regarding non-receipt of dividend warrant for the current year.

OR

- Draft an office memorandum warning an employee against his habit of reading newspapers and magazines during office hours. Marks : 5

UNIT – IV

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

OR

- Explain the different kinds of report. Marks : 9

- (B) Draft a suitable speech to be distributed by the Chairman, Board of Directors of a company at its Fifth Annual General Meeting.

OR

- Write a short note on 'Reports of investigation'. Marks : 5

UNIT – V

- Q. No. 5.(A) Explain the meaning and importance of MOU.

OR

- Explain how the right to information has empowered common man. Marks : 9

- (B) Write a letter to the consumer forum complaining against Electrical Appliances Dealer who has refused to exchange a defective Mixer-Grinder.

OR

- Write a letter to the KSRTC authority complaining against the misbehaviour of bus drivers and conductors. Marks : 5
-