

**C. ABDUL HAKEEM COLLEGE (AUTONOMOUS),
MELVISHARAM - 632 509.
SEMESTER EXAMINATIONS, NOVEMBER - 2018**

**B.B.A.,
U15ABA301 / U14ABA301 – BUSINESS COMMUNICATION
SEMESTER III
(ALLIED)**

Time: Three Hours

Maximum: 75 Marks

SECTION - A (10 X 2 = 20 Marks)

Answer **ALL** Questions.

1. Define business communication.
2. What is written communication?
3. What is salutation?
4. What is complementary close?
5. What is circular letter?
6. What is Bank correspondence?
7. Explain company secretary correspondence.
8. What is Agenda?
9. State any two uses of internet in communication.
10. State two examples of communication Media?

SECTION - B (5 X 5 = 25 Marks)

Answer **ALL** Questions.

11. a) Explain the need for communication.
(Or)

b) Describe the principles of communication.

12. a) Write a letter of enquiry to a furniture trader asking for a Catalogue.
(Or)

b) Write a basic collection letter asking for quick settlement of account.

13. a) Write a circular letter announcing the opening of a new stationary shop at Chennai.

(Or)

b) Write the format of a Bo-data.

14. a) Explain the contents of an annual report.

(Or)

b) Explain the contents of an agenda.

15. a) Explain about the internet and E-mail.

(Or)

b) Explain the benefits of mobile phones.

SECTION - C (3 X 10 = 30 Marks)

Answer **ANY THREE** Questions.

16. Describe the different methods of communication.
17. Write the structure of a business letter.
18. Write a letter to ABC Co Ltd applying for the post of Accountant.
19. Explain the steps in preparation of minutes.
20. Write a letter to your banker requesting for grant of overdraft facility for rupees ten lakhs.
