

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

B.B.A.,
U18ABA101 – BUSINESS COMMUNICATION (ALLIED)
SEMESTER I

Time: Three Hours	Maximum: 75 Marks
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SECTION - A (10 X 2 = 20 Marks)

Answer **ALL** Questions.

Explain the following terms:

1. Oral Communication.
2. Salutation.
3. Complementary Close.
4. Non-Verbal Communication.
5. Quotation.
6. Enquiry.
7. Minutes.
8. Agenda.
9. Report.
10. Internet.

SECTION - B (5 X 5 = 25 Marks)

Answer **ALL** Questions.

11. a) Explain the Communication Process.
(Or)

- b) What is written Communication? Explain its merits and demerits.

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12. a) Discuss the need for Communication in business.
(Or)

- b) What is formal and informal Communication?

13. a) Write the structure of a business letter.
(Or)

- b) Write a letter to Siva Electricals, Chennai to send you a catalogue and price list of Fans and Tube lights.

14. a) Write a letter of complaint to your supplier of furniture products. Poor packaging has damaged the furniture sent to you.
(Or)

- b) Write a letter to the manager of SBI requesting for overdraft facility for Rs. 5 lakhs.

15. a) Write the contents of Agenda and Minutes.
(Or)

- b) Write a note on E-mail and Video conferencing.

SECTION - C (3 X 10 = 30 Marks)

Answer **ANY THREE** Questions.

16. Discuss the Barriers in Communication.
17. Discuss the features of effecting Communication.
18. Write a letter applying for the Post of Accountant with Bio-data to Axis Bank Ltd., Chennai.
19. Write a letter to the Insurance Company informing about the loss to stock due to fire in your factory godown.
20. Discuss the guiding principles in the preparation of a good report.

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