

## DISTANCE EDUCATION

B.B.M. DEGREE EXAMINATION, MAY 2011.

## BUSINESS COMMUNICATION

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Discuss the essentials of a business letter.
2. What are the objectives of Communication?
3. What is a sales letter? What points are to be kept in mind while drafting a sales letter?
4. Draft a suitable reply to the manager of a firm who has expressed a desire to open a current account with your bank.
5. Write a short note on Qualities of a Good report.
6. Present your own bio-data.
7. Draft the minutes of the Annual General meeting of the shareholders of progressive publications limited, Hubli.
8. Write an essay on bank nationalisation.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Describe the essentials of effective communication.
10. Explain the illustrations of the different parts of a business letter.

11. “Collect the account but keep the customer”. Discuss this as a guiding principle for the drafting of collection letters.
12. Draft a sales letter introducing a new model scooter.
13. Draft the minutes of the first meeting of the Board of directors of a joint stock company.
14. Draft a short speech on globalisation.
15. Write an application letter for the post of a sales manager in a public limited company at coimbatore.

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