

DISTANCE EDUCATION**B.B.M. DEGREE EXAMINATION, MAY 2009.****BUSINESS COMMUNICATION**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions about 200 words each.

All questions carry equal marks.

1. What is completeness?
2. What are the barriers to communication?
3. Why should the minutes of meetings be recorded? How should these be maintained?
4. What are the guidelines to be observed while writing a report?
5. Discuss the points you would consider in short speeches.
6. You have received the names of two referees from a new customer. Write a letter to one of the referees inquiring about the financial position of a prospective customer.
7. You have received an order for a dozen radios from an unknown person to you. Write a suitable reply.
8. What are the guidelines to be followed in drafting an adjustment letter?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions about 400 words each.

All questions carry equal marks.

9. Describe with suitable specimen, the different parts of a business letter.
10. You are the Manager of store in a college. Make an order to a stationery dealer for the stationery requirements of your college.
11. Write a sales letter on the introduction of a new two-wheeler which save petrol consumption.
12. A policy holder writes to the Life Insurance Corporation of India for a loan against his policy. Draft his letter and the reply given by the Life Insurance Corporation of India.
13. Draft an application for the post of Accountant in a big business firm.
14. Write an essay on contribution of agriculture to Indian economy.
15. Define agreement to sell. Explain its essential features.