

DISTANCE EDUCATION
B.B.M. DEGREE EXAMINATION, DECEMBER 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. Define communication. What are the essentials of Business Communication?
2. What do you mean by structure of Business Letter? What are its different components?
3. M/s. Ashok & Co. Surat is interested in the purchase of a large variety of Woolen goods. As the purchase manager of the firm, ask for quotation and other terms of supply from super Woolen Co. Ltd. of Srinagar. J & K.
4. As the manager of a Bank, draft a circular letter informing your customer about the shifting of your Bank to a convenient new location of the Town.
5. You are a Chennai based agent for a principal from New Delhi. At present you are authorised to make cash sales only. Write a letter to your principal requesting him to grant permission for making credit sales also on a selective basis to improve the sales volume.
6. Discuss the various types of information to be furnished in a letter of application for employment.
7. As the secretary of Royal Textile Co. Ltd., draft the minutes of the previous board meeting.
8. Discuss the guidelines to be observed in Report writing.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions about 400 words each.

All questions carry equal marks.

9. What are the objectives communication? Discuss the different channels of communication.

10. (a) Mr. Sharma of Bangalore has placed a huge order with your company on credit _____ and _____ furnished M/s. I.G. Patel & Co. one of your customers at Bangalore as reference. Write _____ a _____ letter _____ to M/s. I.G. Patel & Co. inquiring about the Financial position of Mr. Sharma.
- (b) As the manager of M/s. I.G. Patel & Co. Write a reply providing the information on the Credit status of Mr. Sharma.
11. (a) Discuss the guidelines to be kept in mind while writing a collection letter.
- (b) One _____ of your customers has not paid the due of Rs. 1.50 lakhs, inspite of two reminders. Write a letter to him threatening to file a suit in a court if he fails to pay the dues with in 15 days time.
12. (a) Draft a letter of complaint to a supplier from whom you have received some defective electrical products against the orders placed.
- (b) Also draft a suitable reply for the above complaint letter.
13. (a) What are the essential features of a bank correspondence?
- (b) Write a letter to your Banker requesting for enhanced overdraft facility to meet your business requirements.
14. (a) Discuss the various important parts of an application for a job.
- (b) Prepare an application with your Bio-data for the post of accounts executive in a limited company.
15. (a) What are the different components of a speech?
- (b) Draft the speech of the Chairman of Supreme Chemical Co. Ltd. to be delivered at its 34th Annual General meeting at Kanpur.