



SN – 386

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III Semester B.B.M. Examination, Nov./Dec. 2013
(Prior to 2012-13) (Repeaters)
BUSINESS MANAGEMENT
Paper – 3.2 : Business Communication

Time : 3 Hours

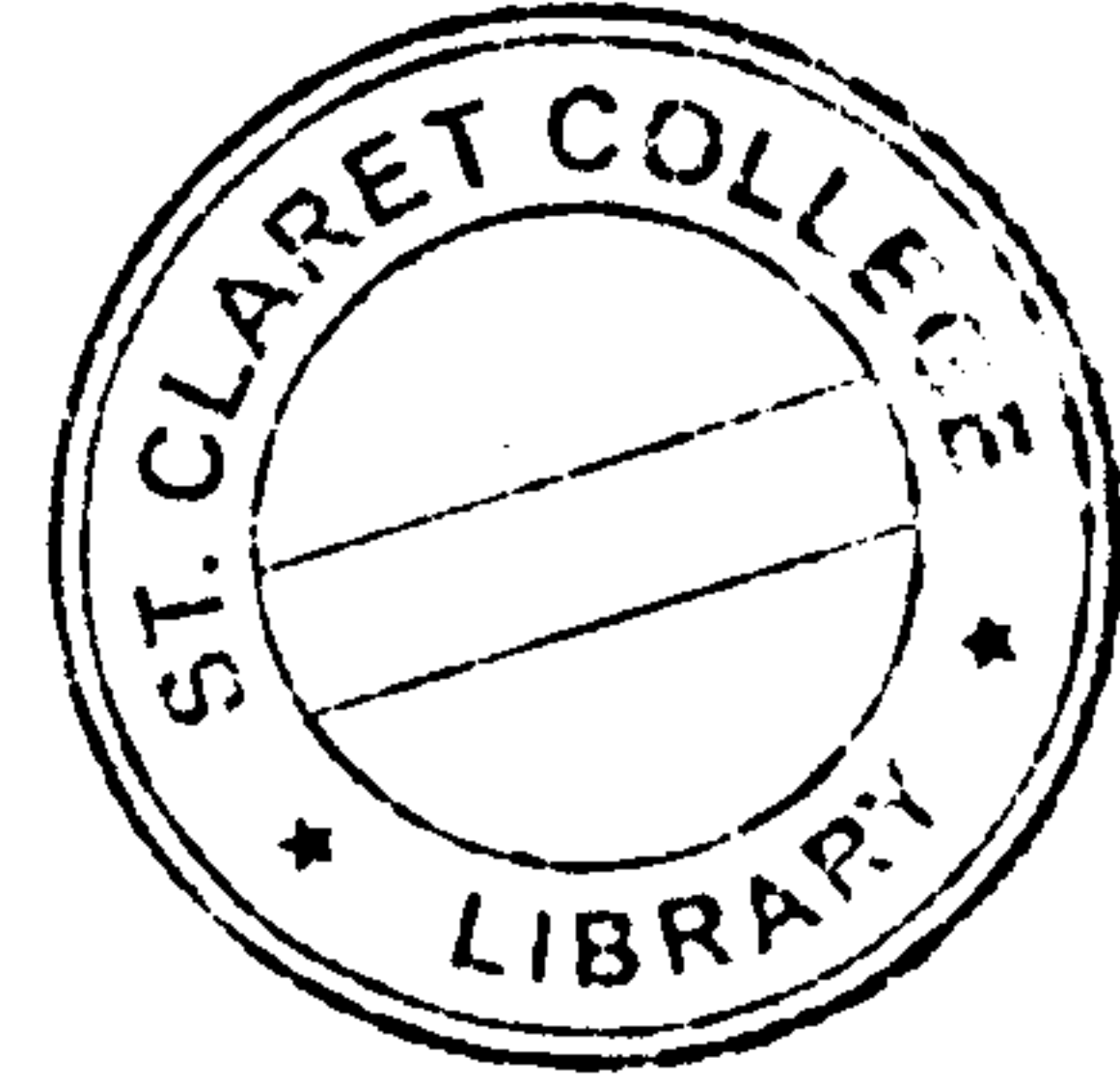
Max. Marks : 90

Instruction : Answer should be written **completely in English**.

SECTION – A

1. Answer **any ten** sub-questions. **Each** sub-question carries **two** marks. (10×2=20)

- a) Define communication.
- b) What is rumour ?
- c) Expand VSNL and NOMA.
- d) What is a resume ?
- e) What is selective listening ?
- f) What is circular letter ?
- g) What is E-mail ?
- h) What is oral report ?
- i) What is an appraisal interview ?
- j) What is complimentary close ?
- k) What do you mean by full block format of a business letter ?
- l) State any two advantages of formal communication.



SECTION – B

Answer **any five** questions. **Each** question carries **five** marks.

(5×5=25)

2. What are the elements of communication process ?
3. Briefly explain the channels of oral communication.
4. How can a business letter be made effective ?
5. What preparations does the interviewer have to make for an interview ?

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6. What are the benefits of listening ?
7. Explain the C's of effective communication.
8. State the advantages of Committees.
9. How to use grapevine effectively ?

SECTION – C

Answer **any three** questions. **Each** question carries **fifteen** marks. (3×15=45)

10. What is tele-conferencing ? State the advantages of teleconferencing.
 11. Discuss complaint letter covering (a) Elements (b) Drafting (c) Occasions.
 12. Explain briefly the objectives of downward communication.
 13. Explain briefly different types of business letters.
 14. The Famous Footwear Centre who has their main sales depot at their factory in Koramangala, Bangalore decided to shift their office to Commercial Street, Shivajinagar, Bangalore. Draft a circular announcing the change.
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