

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

THIRD SEMESTER – NOVEMBER 2009

BU 3203/BU 3200 - BUSINESS COMMUNICATION

Date & Time: 13/11/2009 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

SECTION-A

Answer **ALL** questions

10 X 2 = 20 marks

1. Identify any two communication situations?
2. Distinguish between 'order' and 'instruction'.
3. Identify any two characteristics of a good classified advertisement.
4. How does language act as a barrier to effective communication?
5. What is the importance of the 'You' attitude in a business letter?
6. What information about the customer is essential to get, before granting him credit?
7. What are the three possible attitudes that a suppliers can have towards a complaint?
8. Mention any two types of advertisement copy?
9. Identify two objectives of writing circular letters?
10. Write a note on the importance of business communication.

SECTION-B

Answer any **FIVE** questions

5 X 8 = 40 marks

11. Why is it necessary for a business man to make use of a combination of communication media?
12. What are the relative merits and demerits of horizontal and vertical channels of communication?
13. The commerce forum of your college plan to organize a two day seminar on the need for tax reforms. Prepare a suitable hand out to be issued to the press.
14. Name the parts of a good business letter and draw a diagram indicating the position of each part in the letter.
15. What are the semantic barriers to effective communication? How can they be overcome?

16. Make an unsolicited offer to a departmental store undertaking to offer a regular supply of a variety of Gents T-shirts and Jeans.
17. Draft a suitable reply to a customer who has complained about the poor service of computers supplied by you.
18. Discuss some of the factors that can make a speech interesting?

SECTION-C

Answer any **TWO** questions

2 X 20 = 40 marks

19. Draft the minutes of the meeting of Board of Directors, MRF Ltd., Chennai, at which the following items were taken up:
 - a. Approval of company seal;
 - b. Tender of the new premises;
 - c. Sub-committee of the Directors;
 - d. Appointment of new auditors.
20. Draft an application to Polaris Technologies Ltd., Bangalore, for the post of HR manager specially emphasizing your effective management practices, good leadership styles and command over English.
21. a) Prepare a speech Draft for the CEO of the company, to be delivered on the “Foundation day” of the company.
b) Draft a circular letter announcing a gift scheme on the occasion of Diwali to increase the sales of the latest design suiting’s range.
