



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

THIRD SEMESTER – NOVEMBER 2011

BU 3203 - BUSINESS COMMUNICATION

Date : 11-11-2011
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer **all** Questions

(2 x 10 =20)

1. What are the steps in Communication Cycle?
2. How can we give a 'Pleasant look' to a business letter?
3. What is "Trade Reference"?
4. Mention the stages of a Collection Series?
5. How is the meeting of a committee different from a conference?
6. Why is it important of making a speech audience- oriented?
7. In what way is a sales letter superior to an advertisement?
8. What are public relation letters?
9. Why is it important for a press release to be brief?
10. Mention any three advantages of writing circular letters?

PART - B

Answer any **Five** Questions

(5 x 8 =40)

11. "In business communication courtesy and clarity are as important as conciseness and completeness"- discuss
12. Describe with illustration the different parts of a business letters?
13. "Quotation letters should not only be informative but should also have a sales punch"- explain
14. Acknowledge an order for 500 dozen of a washing powder brand, regretting that you cannot supply them as you have discontinued production of that brand.
15. Write to Axis bank. Chennai, to make enquires about the credit standing of Mr. Alphonse Brothers, Mumbai, for the sum of Rs 80 lakhs. The party bankers are HSBC, Mumbai.
16. Draft a circular letter announcing a gift scheme on the occasion of the New Year to increase the sales of the latest design casual wears.
17. Draft a report on the need to introduce some incentive schemes to boost the sales of the company.
18. For the firm dealing in silken Sarees at Chennai, write a letter of Dewali greetings to be sent to their customers.

PART – C

Answer any **Two** Questions

(2 x 20 =40)

19. Do you think it is necessary for the interviewer also to prepare for the interview? What kind of preparation would you recommend for him?
20. Draft the Agenda and Minutes of the meeting of Reliance Company Pvt Ltd, Mumbai, at which the following items were taken up: a) Dividend for the year b) Appointment of Auditor c) Issue of Bonus shares d) Expansion program e) Corporate social responsibility f) any other Business matters.
21. An authorized dealer of Vokes Wagon in Chennai is looking for a dynamic Sales Manager to lead the company's sales force. The sales manager will be responsible for organizing sales promotion and publicity. Draft a suitable application for appointment.
