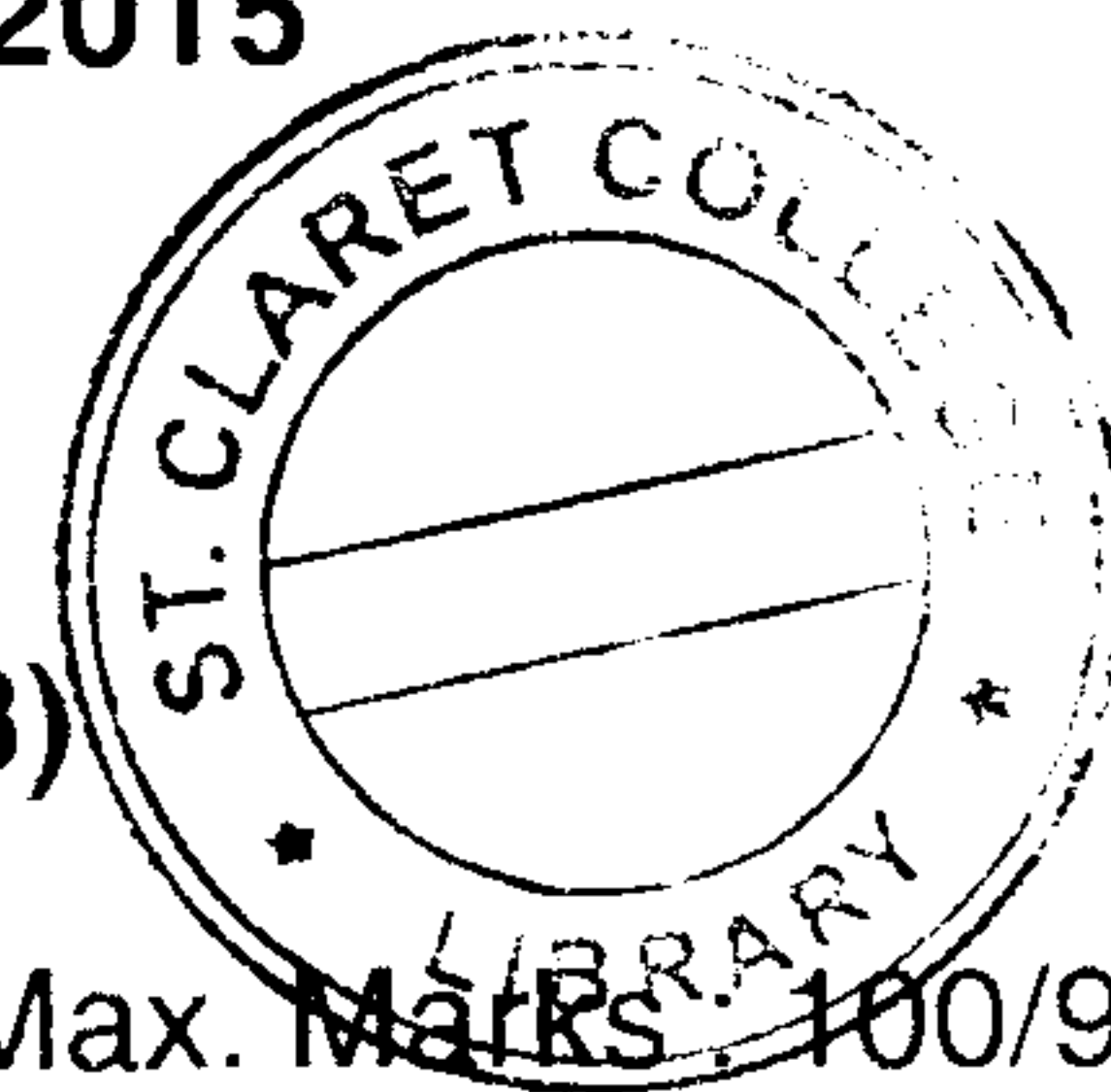




UN – 431

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III Semester B.B.M. Examination, Nov./Dec. 2015
(Prior to 2013-14) (Repeaters)
BUSINESS MANAGEMENT
3.2 : Business Communication
(100 : 2012-13 Only) (90 : Prior to 2012-13)



Time : 3 Hours

Max. Marks, 100/90

- Instructions :**
- 1) Answers should be written completely in **English**.
 - 2) Sections **A, B** and **C** to be answered by **all repeaters** – **90** marks.
 - 3) Section **D** to be answered by students of **2012-13 only** – **100** marks.

SECTION – A

1. Answer **any 10** sub-questions. **Each** sub-question carries **2** marks. **(10×2=20)**
- a) What is business communication ?
 - b) What is interpersonnel communication ?
 - c) What are semantic barriers ?
 - d) What is listening ?
 - e) What is an interview ?
 - f) Differentiate between formal and informal communication.
 - g) What do you mean by telewriting ?
 - h) What is complimentary closing ?
 - i) What is reference letter ?
 - j) What is a report ?
 - k) What is voice mail ?
 - l) What is proforma invoice ?

P.T.O.



SECTION – B

Answer **any five** questions. **Each** question carries **5** marks.

(5×5=25)

2. Explain the different forms of oral communication.
3. What are cross-cultural barriers in communication ? Explain.
4. Explain the functions of an interviewer in the process of interview.
5. What is internet ? Explain its uses in business.
6. What are the modern communication devices ? Discuss briefly.
7. Explain the different parts of business letter.
8. What is E-commerce ? What are its merits ?

SECTION – C

Answer **any three** questions. **Each** question carries **15** marks.

(3×15=45)

9. "Both internal and external communications are important in an organizational context". Elucidate.
10. Explain in detail the socio-psychological barrier to communication.
11. Explain the different types of interviews with its suitability.
12. What are the principles of Report writing ? Explain elaborately.
13. Explain in detail how communication would evolve itself in human society.

SECTION – D

Answer the following questions carries **10** marks. (To be answered only by 2012-13 students).

(1×10=10)

14. Draft an advertisement on behalf of a private life insurance company inviting the suitable candidates with B.Com. qualification for the post of life insurance agents.
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