

Examination **Dec-2016**
B.B.A. SEM - I
108 - Business Communication - I
Paper Code:- 20231

Time: 2 $\frac{1}{2}$

Maximum Marks: 70

Q-1 Answer any TWO of the following: [14]

- 1) Define communication & explain with diagram the process of communication.
- 2) What is socio-psychological barrier to communication and how can we overcome it?
- 3) How does vertical channel of communication function in an organization?

Q-2(A) Briefly answer ANY ONE of the following: [07]

1. Body of the letter
2. Enclosures
3. Block and Indented form

Q-2(B) Draft a letter on ANY ONE of the following [07]

- 1) Write a letter to Raj Furnishers, Pune, asking for quotation of prices for their wooden furniture for offices and homes. Enquire about the mode of payment and credit facilities.
- 2) You have received from Gujarat Sports, Ahmadabad, dealers in sports goods, a letter of Inquiry requesting you to quote prices for different qualities of cricket kit. They promise to give a large order if your prices and other terms and conditions are suitable. Draft a reply.

Q-3(A) Briefly answer ANY ONE of the following: [07]

1. AIDCA pattern in sales letters
2. Characteristics of a circular letter

Q-3(B) Draft ANY ONE of the following [07]

1. A circular letter on Festival Sale.
2. Notice & Agenda on Annual General Meeting

Q-4: Write a short note on ANY TWO of the following: [14]

- (i) Blog & Social sites
- (ii) Differentiate between Audio conferencing & video-conferencing.
- (iii) Draft an inquiry letter through email.

Q-5: Answer ANY TWO of the following: [14]

1. Use of visual aids in Presentation
2. Types of interview
3. Guidelines for the successful interview