

FY BBA Examination
Business Communication

APRIL-2015

Time:03.00 Hours)

(Total Marks:100

CODE-8047

1. [A] Explain the importance of communication in any organization. (10)
[B] Write a short note on feedback. (10)
Or
[A] Write a detailed note on non verbal communication (10)
[B] Discuss importance of grapevine in organization. (10)
 - 2 [A] What is resume? Explain types of resume writing. (10)
[B]Write a detailed note on "security issues of E-mail" (10)
Or
[A] Draft a resume for the traineeship in ABC Co. Ltd. (10)
[B] Write a detailed note on "E-mail Etiquette" (10)
 - 3 [A] Discuss differences between listening and hearing (10)
[B]Discuss the characteristics of group discussion (10)
Or
[A] Discuss any two types of interviews (10)
[B] Write a detailed note on Telephonic interview (10)
 - 4 [A] Discuss various parts of business letter (10)
[B]Discuss appearance of a business letter (10)
Or
[A] Draft a letter of inquiry on behalf of S. L. Stationery Store, regarding the fancy pencils, erasers and color books for their to N. G. Stationery Store, Vivekanand Marg, New Delhi (10)
[B] Draft a suitable reply to the above latter. (10)
 - 5 [A] How reports can be important aspect of business communication? Explain. (10)
[B]Discuss various objectives of report writing. (10)
Or
[A]Draft a report regarding late arrivals of employees at the workplace to all the head of the different departments of L. T. Co. Ltd (10)
[B] Prepare minutes of the meeting regarding selecting new bankers for the company and hiring a new personnel manager for the company. (10)
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