

Examination *Nov* 2016
T.Y.B.B.A.
Business Communication
Paper No. 304
Subject Code: - *8884*---

Time: 3 Hrs.

Maximum Marks: 100

Q: 1: (A) Draft a letter on behalf of Pooja Sales & services, Bhavnagar asking for a loan to SBI, Nilambaug branch- Bhavnagar to expand their business. [10]

OR

Draft a letter on behalf of the bank manager explaining the reason for not granting the Loan.

Q: 1: (B) Draft a letter on behalf of Messrs. Shah & Brothers, asking for the stop payment for a cheque. [10]

OR

Draft a letter of reply on behalf of a Bank Manager to the above mentioned letter.

Q: 2: (A) Draft a letter on behalf of a policy holder intimating the insurance company regarding change of his residential address. [10]

OR

Draft a letter on behalf of the manager of LIC of India regarding the surrender value of the policy.

Q: 2: (B) Draft a letter on behalf of the Divisional Manager of LIC of India guiding a nominee about the procedure for lodging a death claim. [10]

OR

Draft a letter on behalf of the policy holder to the Manager of LIC requesting for the duplicate copy of a policy.

Q: 3: (A) What do you mean by a word 'Conflict'? Explain it with appropriate examples of conflict in an organization. [10]

OR

Elucidate all the guidelines for effective conflict management.

Q: 3: (B) What is negotiation? Explain in your words with example for negotiation. [10]

OR

Explain guidelines for negotiation and also list the dos and don'ts for a good negotiation.

Q: 4: (A) What is Lateral? Explain Lateral leadership skills at work place. [10]

OR

What is lateral thinking? Discuss all the characteristics of Lateral leadership.

Q: 4: (B) Define the word 'Soft Skills'? Differentiate between IQ and EQ with appropriate examples. [10]

OR

Elaborate with suitable examples on "The Art of Excelling at Workplace".

Q: 5: (A) Define Corporate Communication. Discuss employee relation and employee communication

OR [10]

Explain how communication plays an essential role in managing crisis in an organization.

Q: 5: (B) Write a detail note on corporate communication and its importance in business world of today. [10]

OR

Discuss the two significant skills of a manager that is 'Managing' and 'Communicating' during crisis and disaster in an organization.