

Examination Oct. / Nov. 2015

B.B.A. Sem. VI

Business Communication IV

Paper No. 604

Subject Code: -----

3750

Time: 2.30 Hrs.

Maximum Marks: 70

Q: 1: Draft a letter on behalf of the insurance agency intimating the policy holder regarding the rejection of the death claim he has made. [14]

OR

Q: 1: Draft a letter on behalf of the policy holder for knowing the paid up value for the policy worth Rs.100000/-. Also draft a suitable reply by the insurance company. [14]

Q: 2: (A) Define conflict and also give suitable examples of conflict in an organization. [07]

(B) Explain conflicts and negotiations in Industrial relations. [07]

OR

Q: 2: (A) What is negotiation? Explain guidelines for successful negotiation. [07]

(B) Describe in detail some guidelines for effective conflict management. [07]

Q: 3: (A) What is advertising? Explain its benefits to the advertisers and the consumers. [07]

(B) Draw an advertisement for Lap-Tab of well-known company. [07]

OR

Q: 3: (A) Internet as a media of advertisement in a business world. [07]

(B) Draw an advertisement for DELL Computer of high configuration. [07]

Q: 4: (A) What is Lateral? Explain Lateral leadership skills at work place. [07]

(B) What is lateral thinking? Discuss all the characteristics of Lateral leadership. [07]

OR

Q: 4: (A) What is Soft Skills? Differentiate between IQ and EQ with appropriate examples. [07]

(B) Enlist some of the examples of lateral thinking you have come across in your life. Also explain in detail any one creative idea which you may implement in your specialized field. [07]

Q: 5: (A) Define Corporate Communication. Discuss employee relation and employee communication. [07]

(B) Explain Commanding Heights of communication in an organization. [07]

OR

Q: 5: (A) What do you understand by employee communication? Explain in detail. [07]

(B) Discuss managing and communicating during crisis and disaster in an organization. [07]