

Examination May-2017
B.B.A. SEM - I
[08] Business Communication - I
Paper Code:- 20231

Time: 2 Hours

Maximum Marks: 70

Q-1 Answer any TWO of the following:

[14]

- 1) Explain the networks of communication channel in an organization.
- 2) Discuss Semantic barrier with appropriate examples and also explain how to overcome them.
- 3) Write a detail note on effectiveness of objectives of communication in an organization.

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

[07]

1. 7 Cs of letter-writing
2. Importance of signature in business letter
3. NOMA form & Full Block form

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

[07]

- (a) Write a letter of solicited enquiry to Jain Furniture Mart, Ahmadabad, asking for the catalogues and price list along with discount offered to the libraries of educational institutions.
- (b) Write a letter to the supplier cancelling the order due to delay in the delivery of goods. The goods you have ordered are not reached by a specific date and also point out that you have incurred considerable loss on account of his negligence.

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

[07]

1. Sales letters as an Ambassador of Businessman
2. Goodwill letter
3. Explain the responsibilities of a chairperson in a meeting.

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

[07]

1. A circular letter on Retirement of a partner.
2. Minutes writing on First Board Meeting

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

[14]

- (i) Use of Internet and its importance
- (ii) Advantages and limitations of social networking
- (iii) Effectiveness of email in corporate world.

Q-5: Answer ANY TWO of the following:

[14]

1. Planning and preparation of Presentation
2. Objectives of interview
3. How to become an effective interviewer and interviewee?