

Examination March/April 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 a customer who Complaints of dishonourment of Cheque in spite of sufficient balance in his Account. [10]

OR

Draft a Banker's reply explaining the reason for dishonouring of the cheque.

Q: 1: (B) Draft a letter on behalf of Messrs Patel & Sons, 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 the policy holder to the Manager of LIC requesting for the duplicate copy of a policy. [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 Divisional Manager of LIC of India rejecting the death claim, also give suitable reasons for the same.

Q: 3: (A) What is Conflict? Define conflict and also give suitable examples of conflict in an organization. [10]

OR

Discuss all the guidelines for effective conflict management.

Q: 3: (B) Define the word 'Negotiation'? Explain it with appropriate example for negotiation. [10]

OR

Discuss all the guidelines for negotiation and also explain the Dos and Don'ts for a good negotiation.

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

OR

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

Q: 4: (B) What is Soft Skills? Differentiate between IQ and EQ with appropriate examples. [10]

OR

Write a note on "The Art of Excelling at Workplace".

Q: 5: (A) Define the word 'Corporate Communication'. Discuss employee relation and employee communication in an organization.

OR

[10]

Explain how communication plays a vital role in managing crisis in an organization.

Q: 5: (B) What does "Corporate" stand for? Write a note on corporate communication. [10]

OR

Discuss managing and communicating during crisis and disaster in an organization.