

Examination . Oct - 2017
T.Y.B.B.A. Paper No.:-304
Business Communication
Paper Code: 8884

Time: 3 Hrs.

Maximum Marks 100

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

OR

Q: 1: (A) Draft a letter on behalf of the bank manager informing that the Loan is granted.

Q: 1: (B) Draft a letter on behalf of a customer to ICICI bank regarding stop payment of the cheque. Also give the appropriate reason for the same. [10]

OR

Q: 1: (B) Write a reply of the above mentioned letter on behalf of the manager of ICICI bank.

Q: 2: (A) Draft a letter on behalf of the Insurance Company intimating the policy holder for revival of lapsed policy. [10]

OR

Q: 2: (A) Draft a letter on behalf of the policy holder for knowing the paid up value for the policy worth Rs.10, 0000/-.

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

OR

Q: 2: (B) Draft a letter on behalf of the policy holder to the Manager of LIC requesting for the duplicate copy of a policy as original copy has lost during the transit.

Q: 3: (A) What is Conflict? – Discuss its origin with appropriate examples of a workplace. [10]

OR

Q: 3: (A) Describe in detail guidelines for effective conflict management.

Q: 3: (B) Explain strategy for negotiation and also Rights & Wrongs for a good negotiation. [10]

OR

Q: 3: (B) Explain in detail negotiation and preparing for negotiation with reference to an organization.

Q: 4: (A) What is Lateral? –Discuss “Thinking the Lateral Way” and its usefulness at the workplace. [10]

OR

Q: 4: (A) Differentiate between Creative and Lateral thinking with appropriate examples of workplace.

Q: 4: (B) Explain Lateral Leadership Skills and its importance in management. [10]

OR

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

Q: 5: (A) Write a detail note on Commanding Heights of Communication. [10]

OR

Q: 5: (A) Define “Corporate-Communication”. Write a note on Managing and Communicating.

Q: 5: (B) Discuss managing and communicating during crisis and disaster in an organization. [10]

OR

Q: 5: (B) Explain how communication plays a fundamental role in managing crisis in an organization.

PB