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B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2011.

First Semester

Business Administration — Main

BUSINESS COMMUNICATION — I

(For those who joined in July 2008 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. Communication network in any organization is \_\_\_\_\_
  - (a) internal and external
  - (b) verbal and written
  - (c) oral and nonverbal
  - (d) all.

2. Upward and downward flow of messages constitute \_\_\_\_\_

- (a) vertical communication
- (b) horizontal communication
- (c) diagonal communication
- (d) none.

3. AIDA is \_\_\_\_\_

- (a) Action, Interest, Desire, Attitude
- (b) Attention, Interest, Desire, Action
- (c) Attitude, Interest, Disorder, Acquire
- (d) None.

4. Something written after the letter is closed is \_\_\_\_\_

- (a) enclosure
- (b) copy distribution
- (c) postscript
- (d) none.

5. The moment any discrepancy or mistake is discovered by any trade. He must immediately bring it to the notice of the supplier by writing

- (a) complaint letter
- (b) circular letter
- (c) sales letter
- (d) none.

6. The complaint should be \_\_\_\_\_

- (a) specific
- (b) general
- (c) single
- (d) none.

7. 3 C's of complaint letters are \_\_\_\_\_
- (a) character, capacity, capital
  - (b) character, capacity, collection
  - (c) collection, audit, capital
  - (d) none.
8. The collection of letter is also called a \_\_\_\_\_
- (a) DUN
  - (b) CUN
  - (c) EUN
  - (d) AUN.
9. Your \_\_\_\_\_ should match the job requirements
- (a) skills, strength
  - (b) education qualification
  - (c) work experience
  - (d) none.
10. Letters of application in response to an advertisement are called \_\_\_\_\_
- (a) solicited letters
  - (b) unsolicited letters
  - (c) covering letters
  - (d) none.

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

11. (a) Describe the importance of upward communication in business organization.
- Or
- (b) Write a detailed note on vertical communication.
12. (a) What is an order form? What details are usually included in an order form?
- Or
- (b) What important instruction should be included while planning an order?
13. (a) Explain why a complaint letter is considered as a blessing to the business man. Discuss.
- Or
- (b) How does the letter of "complaint" usually contain "claim"?
14. (a) Mention the chief characteristics of circular letters.
- Or
- (b) Why should collection letter have firm tone courteous language?

15. (a) In approximately 300 words, write about yourself, your areas of interest, career goals, keys learning and work experience.

Or

- (b) To what extent does work experience play a role in securing a job.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

16. (a) Discuss the process of communication with example.

Or

- (b) Explain layout of the business letters with an example.

17. (a) As the sales manager of Bharath Umbrella works Chennai, write a letter to Messrs. Raghav & Co, Trichy, regretting your inability to accept their order for 5 dozens ladies umbrellas at the price quoted by you for other orders of 20 dozens and upwards. State your terms for accepting the present order.

Or

- (b) In reply to an urgent order for 100 raincoats, state the owing to the rush of orders it is not possible to dispatch the goods at once, and request an extension of one week.

18. (a) Some office furniture which was order from Messrs. Subbu & Sons furniture have received in a damaged condition. Write a letter of complaints to the supplier asking them for an inspection of the goods damaged in transit and requesting adjustments.

Or

- (b) Write a letter to the manager of a bank, complaining to him of the rude behavior of the cashier. Inform him of your long standing as a depositor.

19. (a) Write a letter to Messrs. Janatha general stores and remind them that they have not replied to your previous reminders. Bring it to their notice that they own you Rs. 7,000 and this amount has been left unpaid for 3 months. Offer to take installment payments in case the customer is in financial difficulties.

Or

- (b) Messrs. G.D. Patel & Sons have not settled their account although several reminders have been sent write them a letter and ask for the reason why they have not yet paid the bills of Rs. 7,000. Enquire whether they have any complaint against your goods and services.

20. (a) Draft application for the post of a chief accountant in an export organization.

Or

- (b) A lady who has worked efficiently with you for ten years as sales representative has applied to another company for the post of assistant sales manager. You have received an enquiry about her performance. Draft a letter regarding this matter.