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B.B.A. DEGREE EXAMINATION, APRIL 2011.

Second Semester

Business Administration — Main

BUSINESS COMMUNICATION — II

(For those who joined in July 2008 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. A letter written with a view to affecting the sale of merchandise or service is _____

- (a) Sales letter
- (b) Circular letter
- (c) Enquiry letter
- (d) Complaint letter

2. The 3 p's of sales correspondence are _____

- (a) Prospect, Product, Proposition
- (b) Promotion, Product, Proposition
- (c) Place, Promotion, Product
- (d) Place, Product, Promotion

3. An essential feature of all correspondence with bank is _____

- (a) Confidentially
- (b) Clear
- (c) Protect
- (d) None

4. Most of the correspondence with bank is of a _____ Nature

- (a) Special
- (b) General
- (c) Routine
- (d) All the above

5. _____ is a device by which losses suffered by a few are shared by many

- (a) Insurance
- (b) Hospital
- (c) Banks
- (d) None

6. Life insurance is a contract between _____
- (a) Insurer and insured
 - (b) Insurer and head of the bank
 - (c) Customer and seller
 - (d) None
7. The word "MEMO" is derived from the Latin word _____
- (a) Memory
 - (b) Memorandum
 - (c) Memories
 - (d) None
8. The difference between a memo and a letter is in the _____
- (a) Tone and Style
 - (b) Message
 - (c) Address
 - (d) None
9. Minutes are written by the _____
- (a) President
 - (b) Vice-president
 - (c) Secretary of the company
 - (d) All

10. Minute should be signed by
- (a) Presiding officer and secretary
 - (b) President and voice president and secretary
 - (c) Vice-president and secretary
 - (d) The manager.

PART B — (5 × 5 = 25 marks)

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

11. (a) Draft the sales letter introducing a new model scooter.

Or

- (b) Suggest any four methods of giving a sales letter for striking opening.

12. (a) What are the importance of banking correspondence?

Or

- (b) Explain the terms of status enquiries?

13. (a) What are the peculiarities of marine insurance?

Or

- (b) Describe the features of different marine policies.

14. (a) What is memorandum of explain it?

Or

- (b) Define reports what are the characteristics of a good report?

15. (a) Explain the importance of making a speech audience-oriented?

Or

- (b) What aspects of the audience should be kept in mind while preparing a speech?

PART C — (5 × 8 = 40 marks)

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

16. (a) Draft a letter to be sent out to housewives to induce them to join Classes for the following.

- (i) A six weeks course by a well known catering technology institute.
- (ii) A four weeks course in fabric painting by camel colors.
- (iii) Sunday classes in cutting and sewing for employed women.

Or

- (b) As the manager of a bank, write a sales letter to your customer to promote the credit cards introduced by your bank.

17. (a) Write a letter from a policy holder enquiring about the surrender value of the policy.

Or

- (b) Write a letter from the Legal heir of the policy making a claim due to the death of the assured.

18. (a) Write a letter to an insurance company asking for a marine policy.

Or

- (b) Write a letter from an insurance company enclosing a cover note.

19. (a) As a company secretary of Madura textiles Ltd. Write a report to the directors of the company on "heavy O/S of books debts".

Or

- (b) Write a weekly report about the Chennai stock market.

20. (a) Discuss the characteristics of a good speech. What points should be kept in mind while drafting a speech?

Or

- (b) Briefly discuss about the steps in planning a talk.