

Reg. No. : .....

**B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2019.**

### Business Administration – Main

(For those who joined in July 2016 onwards)

Maximum : 75 marks

Answer ALL questions.

1. The word communication is derived from the Latin word

- (a) communis  
(b) commun  
(c) comis  
(d) none

2. upward communication is the another aspect of
  - (a) vertical communication
  - (b) lateral communication
  - (c) formal communication
  - (d) upward communication
3. Barriers caused in the process of encoding and decoding is \_\_\_\_\_ barrier.
  - (a) Psychological
  - (b) semantic
  - (c) organizational
  - (d) personal
4. Making your customer to buy your product can be done through
  - (a) Clear
  - (b) Courteous
  - (c) Coherent
  - (d) Persuasion
5. \_\_\_\_\_ makes a reader to know immediately what the message is all about.
  - (a) Subject line
  - (b) Salutation
  - (c) Reference
  - (d) Attention line

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6. \_\_\_\_\_ is used if the letter is intended to be read by the members of the company or department.
- (a) Attention line
  - (b) Subject line
  - (c) body of the letter
  - (d) complementary close
7. DUN is also called \_\_\_\_\_.
- (a) Enquiry letter      (b) Circular letter
  - (c) Claim letter      (d) Collection letter
8. Trade reference will be applicable for \_\_\_\_\_ customers.
- (a) Prospective      (b) Existing
  - (c) Trade      (d) All the above
9. The aim of \_\_\_\_\_ letter is to convey the same message to all.
- (a) Sales      (b) Collection
  - (c) Circular      (d) All the above
10. Which one comes under 3 P's of a sales letter?
- (a) Prospect      (b) Place
  - (c) Promotion      (d) Price.

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**PART B — (5 × 5 = 25 marks)**

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

Answer should not exceed 250 words.

11. (a) Explain the importance of Communication.

Or

- (b) Explain the process of communication.

12. (a) Why do sellers refuse to execute orders?

Or

- (b) What are the points to be remember to draft an enquiry letter?

13. (a) Explain the occasions where complaint letters are drafted.

Or

- (b) What are the hints to be followed in collection letter?

14. (a) What do you mean by Semantic Barriers?

Or

- (b) Explain organisational Barriers.

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[P.T.O.]



15. (a) Write down the 3P's of sales letter.

Or

- (b) Write down the forms of deposits in a bank.

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

16. (a) Explain the functions of communication.

Or

- (b) Explain the principles of communication.

17. (a) Describe the terms mostly used in quotations.

Or

- (b) Elaborate on the structure of Business letter.

18. (a) Explain the external barriers.

Or

- (b) Elaborate on modern form of communication.

19. (a) You have received wrong quantity of paints from Nippon Paints. Draft a complaint letter to replace the order.

Or

- (b) Draft a sales letter on behalf of Vivo camera phone for today's youth.

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20. (a) Draft a warning letter to lazy customer who has not respond to any of your letters you have send as several reminders.

Or

- (b) Write a letter to Head office for recommending a loan for your sound customer.

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