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B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2012.

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. _____ are used too frequently as attention arousing devices in letter.
(a) Attract the leader's action
(b) Courteous command
(c) Quotation
(d) Anecdotes

2. _____ may be used to appeal favourable to the reasoning or to get him to draw his own conclusion.
(a) Expert testimony (b) Logic
(c) Facts (d) None
3. The 4C's of banking correspondence are _____.
(a) Courteous, confidential, clear concise
(b) Correct, clear, confidential, concise
(c) Correct, courteous, concise, change
(d) None
4. Banking correspondence deals with _____.
(a) Correspondence between bank and its customers
(b) Correspondence between bank's head office and its branches
(c) Correspondence between bank and other bank
(d) All the above
5. Marine insurance is concerned with _____.
(a) Overseas trade (b) Export and import
(c) Local trade (d) Mass production
6. Marine insurance is agreed against _____.
(a) marine losses (b) fire losses
(c) theft losses (d) all the above

7. It is an insurance regulatory development authority IRDA act passed enacted in year

- (a) 1999 (b) 1998
- (c) 1997 (d) 2000

8. A descriptive heading _____.

- (a) Describe
- (b) Informs
- (c) Reports in direct order
- (d) None

9. Circulating the agendas in advance help the participants to _____.

- (a) Streamline their activities
- (b) Saves time
- (c) Makes the participants well focused
- (d) None of the above

10. The element of a none verbal communication is a _____.

- (a) Posture (b) Report
- (c) Agendas (d) Notice

PART B — (5 × 5 = 25 marks)

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

11. (a) What are the objectives of sales letter?

Or

(b) Discuss the three P's that a sales correspondent must know.

12. (a) Write a letter from an insurance company intimating lapse of a policy due to nonpayment of premium.

Or

(b) Write a letter from the corporation intimating maturity of the policy.

13. (a) Specify the various clauses included in Marine insurance policies.

Or

(b) What is mean by general insurance? Give some examples.

14. (a) How will you prepare a report? Discuss the various steps involved in preparing a report.

Or

(b) Briefly explain the order of contents of the report.

15. (a) Write a notice for students of your college informing them of student committee meeting.

Or

- (b) In how many forms can minutes being written? Which do you prefer and why?

PART C — (5 × 8 = 40 marks)

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

16. (a) You have got a franchise for teaching computer courses of a well known computer training institutes. Draft the sales letter to be sent to potential students in your locality.

Or

- (b) Illustrate how a sales letter attracts the reader's attention, arouse his desire, implants convictions and stimulates him to action.

17. (a) Write a suitable letter as from the manager of a bank informing a customer that her account was credited in error, with the sum of Rs. 600 and that after rectifying the error, you find a her account overdrawn to the extent of Rs. 250.

Or

- (b) Write to your bankers for an advance against your life insurance policy, stating the amount you require and the period for which you require it.

18. (a) A policy holder as instituted a claim of Rs. 50,000 under a fire policy. On the basis of the surveyors report, the insurance company is unable to accept it for the amount claim. Draft a suitable reply for the policy holder.

Or

- (b) Write a letter from a policy holder enquiring about the surrender value of the policy holder. Draft a suitable reply for that.

19. (a) Write a report by the workers managers to his directors about the fire accident occurred in the factory.

Or

- (b) What is memorandum format? Draft a letter an office memorandum warning an employee against his habit of reading the news papers and magazines during office hours.

20. (a) One of your colleagues is going abroad for higher training draft speech on the occasion of giving him a send off.

Or

- (b) What is mean by nonverbal communication? Explain in detail.