

(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2024 ONLY)

24UBM102

REG.NO. :

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**  
**END-OF-SEMESTER EXAMINATIONS : NOVEMBER-2024**  
**COURSE NAME: B.B.A**  
**SEMESTER: I**  
**MAXIMUM MARKS: 75**  
**TIME : 3 HOURS**

**PART - III**  
**BUSINESS COMMUNICATION**

**SECTION – A (10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**MULTIPLE CHOICE QUESTIONS.**

**K1**

1. Communication through newspapers and television are known as \_\_\_\_\_.  
(a) Group communication (b) Interpersonal communication  
(c) Mass communication (d) Personal communication
2. Dunning letters are also called \_\_\_\_\_.  
(a) Collection letters (b) Letter of credit (c) Complaint letters (d) Suggestion Letters
3. A \_\_\_\_\_ focuses on your skills and experience, rather than on your chronological work history.  
(a) Functional resume (b) Mini resume (c) Combination resume (d) Chronological
4. The \_\_\_\_\_ verified and signed by the chairman of the meeting act as a prima facie evidence of the proceedings of the meeting.  
(a) Minutes (b) Circulars (c) Notice (d) Agenda
5. \_\_\_\_\_ is done by drawing a list of items of business to be transacted at the meeting.  
(a) Minutes (b) Resolution (c) Invitation (d) Agenda

**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.**

**K2**

6. Explain the concept of communication.
7. Bring out the difference between circular letters and advertisement.
8. Explain the merits of written communication.
9. Write short notes on Agenda and Minutes.
10. List out the various steps in precis writing.

**SECTION – B**

**(5 X 5 = 25 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.**

11. a) Write a note regarding need and importance of business communication.

**(OR)**

- b) Explain the role of communication in business.

12. a) Write short notes on offer and quotations.

**(OR)**

- b) What are the limits for drafting letter relating to enquiry?

**(CONTD.....2)**

- 13.a) What precautions must be taken for drafting circular? Why circulars are drafted.  
(OR)  
b) State the contents of a memo report.
14. a) Draft a specimen minutes of annual general meeting.  
(OR)  
b) What are the features of a press report?
15. a) Write down the characteristics of a good speech.  
(OR)  
b) Explain about visual and audio visual means of communication.

**SECTION – C****(5 X 8 = 40 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.**

16. a) Explain the principles of effective communication.  
(OR)  
b) What are the common barriers to communication? How do you overcome them?
- 17.a) Draft specimen enquiry letter asking for quotations of refrigerators.  
(OR)  
b) Enumerate the principles of designing a complaint letter.
18. a) Write short notes on fax and intercom.  
(OR)  
b) Enumerate the legal provisions regarding the notice of the meeting.
- 19.a) Explain the different kinds of business reports.  
(OR)  
b) How are minutes of resolution different from minutes of narration?
- 20.a) Discuss the difference between teleconferencing and video conferencing.  
(OR)  
b) What is speech? What are the qualities of a good speech?

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