

Reg. No. 

--	--	--	--	--	--	--	--	--	--

**BBABMC 158/BBMBMC 158**

**Credit Based Second Semester B.B.A./B.B.M.**

**Degree Examination, April/May 2018**

**(2012 Scheme)**

**MANAGERIAL COMMUNICATION**

Time : 3 Hours

Max. Marks : 80

- Instructions :** 1) Section – A : Answer in **not more than 2 or 3 sentences each.**  
2) Section – B : Answer in **not more than 2 pages each.**  
3) Section – C : Answer in **not more than 6 pages each.**

**SECTION – A**  
**(One mark each)**

1. Answer **any ten** of the following questions : **(1×10=10)**
- What do you mean by down ward communication ?
  - What is Dictaphone ?
  - What is meant by verbal communication ?
  - Give the meaning of statutory report.
  - What do you mean by unsolicited enquiry ?
  - What is a quotation letter ?
  - What do you mean by window envelope ?
  - Give the meaning of testimonial.
  - State any two barriers to business communication.
  - What do you mean by decoding ?
  - What is meant by collection letter ?
  - What is a complaint letter ?

**SECTION – B**  
**(Five marks each)**

Answer **any five** of the following questions :

**(5×5=25)**

2. State the differences between formal and informal communication.

P.T.O.



3. Write a note on non-verbal communication.
4. On behalf of Surya Traders, Palace Road, Mysore, write a letter to Ms. Bhargavi to appear for an interview for the post of marketing manager.
5. Draft a letter from Surat Textiles, Hassan to Mayur Textiles, Mumbai complaining that ready made clothes are of inferior quality.
6. Draft a letter from Sukanya Fancy Centre, Bangalore to Sumithra Fashion House, New Delhi giving quotation for their bags.
7. Draft a sales letter announcing the introduction of new model of refrigerator.
8. State the various guidelines to an effective presentation.

**SECTION – C**  
**(15 marks each)**

**(15×3=45)**

9. What do you mean by business communication ? Explain the various objectives of business communication.

OR

Explain the different parts of business letter with examples.

10. a) What are the techniques of writing collection letter ? 7
- b) Draft a strong reminder letter to your customer whose account is outstanding for the past 2 months for payment of ₹ 10,000. 8

OR

- a) What are different types of communication network ? 7
- b) Draft a circular announcing the establishment of a new branch. 8
11. a) What are the characteristics of a good business report ? 7
- b) Draft a report as sales manager of your company for submission to the board of directors on the recent trend of sales in your company, suggesting suitable remedies for declining sales. 8