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BBMBMC 158

**Credit Based Second Semester B.B.M. Degree Examination,
April/May 2013
(2012-13 New Scheme) (Freshers)
MANAGERIAL COMMUNICATION**

Time : 3 Hours

Max. Marks : 80

- Instructions :** 1) A **Single** answer booklet containing **40** pages will be issued.
No additional sheets will be issued.
2) Read the instructions **carefully** in **each** Section.

SECTION – A (one mark each)

Answer **any ten** of the following in not more than **2 or 3** sentences each : **(1×10=10)**

1. a) What is solicited enquiry ?
- b) Give the meaning of 'Grapevine'.
- c) What is meant by 'Informal Communication' ?
- d) What is indented form of a letter ?
- e) Give the meaning of 'Oral Communication'.
- f) What are adjustment letters ?
- g) What is a "Rumour" ?
- h) What is meant by 'Post Script' in a business letter ?
- i) What is a gesture ?
- j) What is meant by testimonial ?
- k) What are circular letters ?
- l) State any two reasons for writing complaint letters.

SECTION – B (five marks each)

Answer **any five** of the following not more than **2** pages each : **(5×5=25)**

2. Define and distinguish horizontal and vertical communication. ✓
3. Explain the essential principles of effective presentation.
4. Explain the various communication skills. ✓

P.T.O.



5. Write a letter to an applicant Ms. Manya, intimating her the appointment for the post of 'Assistant Accountant' in your company at Bangalore and the terms of appointment.
6. Draft a letter to Mysore Sales Ltd., Palace Road, Mysore asking for quotation and catalogue of their school shoes and Bags. Also enquire the discount and mode of payment and credit.
7. Draft a reply to a complaint letter for goods damaged in transit where the seller is offering a partial adjustment.
8. Draft a sales letter highlighting the specialities of your newly introduced mobile phone.

SECTION – C (15 Marks each)

Answer the following questions in not more than 6 pages each. (15×3=45)

9. Define Business Communication. What are its objectives ? Briefly explain the importance of internal communication.

OR

What is upward and downward communication ? Explain their importance and methods.

10. a) Draft a letter from School Book Company, Mangalore to M/s. Colour stationery stores, Mysore placing an order for 500 dozens of drawing colours mentioning their different varieties. 7

- b) Draft a reply from M/s Colour stationery stores for the execution of above order mentioning the details about the delivery of drawing colours and mode of payment. 8

OR

- a) Draft a strong reminder letter to your credit customer whose account for payment of a bill for ₹ 20,000 is outstanding for the past two months. 7

- b) Draft a reply to the above letter giving explanation for delay in payment and enclosing a cheque for ₹ 15,000 and promising to pay the remaining amount within 15 days. 8

11. a) What is communication network ? Explain its types with diagrams. 7

- b) Draft a report from the market research committee of a textile company in Bombay on the failure of their readymade garments in the market. 8