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BBMBMC 158

**Credit Based Second Semester B.B.M. Degree Examination, April/May 2014
(2012 New Scheme)
MANAGERIAL COMMUNICATION**

Time : 3 Hours

Max. Marks : 80

- Note :** 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 horizontal communication ?
- b) What is a window envelope ?
- c) What is a quotation ?
- d) Give the meaning of the term 'Resume'.
- e) What do you mean by 'Claim' in a business letter of complaint ?
- f) Give the full form of 'FAX'.
- g) Why is a written report preferred to an oral report ?
- h) What is the meaning of indented form of a letter ?
- i) What is the meaning of video conferencing ?
- j) What is meant by solicited enquiry ?
- k) What is non-verbal communication ?
- l) What is meant by 'Post-script' in a business letter ?

**SECTION – B
(Five marks each)**

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

2. Write a brief note on informal communication with its types.
3. Explain the process of communication with a chart.

P.T.O.



4. Explain the various guidelines for effective presentation.
5. On behalf of Bajaj Co. Pvt. Ltd. Mumbai, draft a letter asking a candidate to appear for an interview for the post of Production Manager.
6. Draft a letter of complaint about delay in delivery of goods needed for a festival occasion.
7. Draft a strong reminder letter to your credit customer whose accounts for payment of a bill of ₹ 50,000 is outstanding for the past two months.
8. Draft a sales letter highlighting the specialities of your newly introduced series of jewellery products in your shop of Udupi.

SECTION – C
(15 marks each)

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

9. Define Business Communication. What are its salient features ? Explain the various barriers to communication.

OR

Define Business Communication. Explain the various types of communication. Differentiate upward and downward communication.

10. a) Draft a letter of enquiry to M/s Manasa and Co. Bengaluru regarding electronic appliances for domestic use advertised in a newspaper. 7
- b) Draw a letter to Rainbow India Pvt. Ltd. Mumbai, placing an urgent order for certain goods required for forthcoming rainy season. 8

OR

- a) What are circular letters ? Explain the objectives of circular letters. 7
- b) Draft a circular letter announcing the opening of a new branch of your readymade textile in the city of Manglore. 8

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

- b) Draft a report on behalf of the secretary to the directors of a company regarding the declining sales of your company's refrigerators for the past three years highlighting the extent of competition in the market and also suggestions to improve the sales. 8