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**BBMBMC 158**

**Credit Based II Semester B.B.M. Degree Examination, April/May 2015  
(2012 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)**

**(1×10=10)**

Answer **any ten** of the following in **not** more than **2** or **3** sentences **each** :

1. a) Define Formal Communication.
- b) What is CIF Price ?
- c) What is meant by communication net work ?
- d) What do you mean by consensus ?
- e) What is Gesture ?
- f) Give the meaning of 'Fully Blocked' form of a letter.
- g) What are confirmation letters ?
- h) What are statutory reports ?
- i) When do you use the term 'Misdames' in a business letter ?
- j) What is meant by 'claim' in a letter of complaint ?
- k) What is video-conferencing ?
- l) Why written communication is preferred to oral communication ?

**SECTION – B  
(Five marks each)**

**(5×5=25)**

Answer **any five** of the following in **not** more than **2** pages **each** :

2. Write a brief note on the use of audio-visual aids in report writing.
3. Explain any five barriers to business communication.

P.T.O.



4. Explain the various guidelines to effective presentation.
5. Draft a letter to an applicant for appearing to an interview for the post of computer operator.
6. Draft a letter to Surya Umbrella's Ltd., Bangalore, placing an urgent order for different varieties of umbrellas required for the forthcoming rainy season.
7. Write a letter from Shreyas Electronics, Bangalore to a firm in Mangalore giving quotations for the supply of various home appliances.
8. Draft a circular letter regarding opening of new branch of your gold shop in the city of Mangalore.

SECTION – C  
(15 marks each)

(15×3=45)

Answer the following questions in **not** more than **6** pages **each** :

9. Define Business communication. Explain the various objectives of Business communication.

OR

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

10. a) What is a complaint letter ? What are the various reasons of writing it ? Also narrate the various points to be noted while writing it. 7
- b) Draft a complaint letter to your seller regarding the suiting and shirtings differing from the samples. 8

OR

- a) What are collection letters ? Explain the various steps involved in a collection series. Highlight to the points to be noted while writing them. 7
- b) Draft a collection letter to a customer whose dues for purchase of electronic home appliances worth ₹ 50,000 are not settled in spite of two reminders. 8
11. a) What is meant by 'Business Report' ? What are its types ? 7
- b) Draft a report from the market research committee of a Textile Company in Mumbai on the failure of their readymade garments in the market. 8