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**BBMBMC 158**

**Credit Based Second Semester B.B.M. Degree Examination, May/June 2016  
(2012 Scheme)**

**MANAGERIAL COMMUNICATION**

Time : 3 Hours

Max. Marks : 80

- Instruction :** 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**

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

1. a) What is solicited enquiry ?
- b) What is grapevine ?
- c) What do you mean by 'Mesdames' in a business letter ?
- d) What is audio-visual communication ?
- e) What is meant by video-conferencing ?
- f) What is non-verbal communication ?
- g) What is meant by 'claim' in a business letter of complaint ?
- h) Mention the various communication skills.
  - i) What are sales letters ?
  - j) What is a Resume ?
- k) State any two difference between horizontal and vertical communication.
- l) What is meant by post script in a business letter ?

**SECTION – B**

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

2. Write a brief note on informal communication with its types.
3. Explain the 5 e's of communication.

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4. Explain the process of communication with a chart.
5. Explain the various guidelines for effective presentation.
6. Draft a letter of application for the post of Manager in a firm in Mangaluru.
7. Draft a circular letter announcing the discount sale of sarees and dress materials.
8. Draft a strong reminder to a credit customer whose account is due for the past 3 months insisting him to pay the due amount within a fortnight suggesting a scheme for repayment of dues.

### SECTION – C

Answer the following questions in **not more than 6 pages each (15 marks each)** :

**(15×3=45)**

9. Define Business Communication. Explain its various objectives.

OR

Explain in detail the various types of Business Communication.

10. a) What is a complaint letter ? What are the various reasons for writing it ?  
Mention the points to be noted while drafting a complaint letter. 7
- b) Draft a reply to a complaint letter for goods damaged in transit where the seller is offering a partial adjustment. 8

OR

- a) Draft a letter of enquiry to M/s. Agari Enterprises, Bengaluru regarding electronic appliances for domestic use in reply to an advertisement in a newspaper. 7
- b) Draft a letter to Rainbow India Pvt. Ltd., Mumbai, placing an urgent order for certain goods required for forthcoming rainy season. 8
11. a) What is communication network ? Explain its various types. 7
- b) Draft a report from the Market Research Committee of a textile company in Mumbai on the failure of their ready made garments in the market. 8