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**BBMBMC 158**

**Credit Based Second Semester B.B.M. Degree  
Examination, November/December 2015  
(2012 Scheme)**

**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)**

**(1×10=10)**

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

1. a) What is unsolicited enquiry ?
- b) What do you mean by Non-Verbal Communication ?
- c) Give the meaning of grapevine.
- d) What are sales letters ?
- e) When do we use the term 'Mesdames' in a business letter ?
- f) Give the meaning of 'Window Envelope'.
- g) What is meant by Testimonial ?
- h) What are adjustment letters ?
- i) Give the meaning of the term "Post script" used in a business letter.
- j) What is the meaning of Franco Price ?
- k) What is Teleconferencing ?
- l) What is rumour ?

P.T.O.



SECTION – B  
(Five Marks Each)

(5×5 = 25)

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

2. Explain the 6 e's of Effective Communication.
3. Explain the process of communication with a chart.
4. Write a note on the planning of presentation and the affection skills needed in presentation.
5. Write an appointment letter to Mr. Satya Kumar for the post of Secretary to M.D. giving details of his terms of appointment from a company in Chennai.
6. Draft a circular letter announcing a gift scheme on the occasion of the Ugadi season to increase the sales of your Electronic Home Appliances.
7. Draft a letter of Enquiry to Intelligent Video Management Software Systems, Mangalore. On behalf of an educational institution regarding the installation of c.c. cameras in their campus.
8. Write a letter of refusal of an order for the text books to your customer expressing inability to execute the order due to shortage of printed books.

SECTION – C

(15 Marks Each)

(15×3 = 45)

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

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

OR

State the essentials of a good business letter. Discuss with illustration the different parts of a business letter.



10. a) "The most delicate and difficult business letters are those which deal with the collection of accounts" – Explain. 7
- b) M/s. Janta Book Sellers, Bengaluru have not paid the balance of ₹ 50,000 in spite of your repeated reminder. Make an appeal to their credit reputation and urge them to honour their obligation within ten days. 8

OR

- a) What is a complaint letter ? What are the reasons for writing it ? Mention the points to be noted while drafting a letter of complaint. 7
- b) Draft a complaint letter regarding the goods damaged in transit where the customer is cleaning for total replacement. 8
11. a) What is Communication Network ? Explain in brief its various types with charts. 7
- b) Draft a report from the Market Research Committee of an Automobile Industry at Bhopal regarding the extent of competition to their four wheelers in the market and the consumers perception towards their brand. 8
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