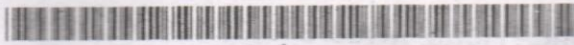


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BBA BMC 158/BBM BMC 158

**Credit Based II Semester B.B.A./B.B.M. Degree Examination, April/May 2017
(2012 Scheme)**

MANAGERIAL COMMUNICATION

Time : 3 Hours

Max. Marks : 80

Instructions : 1) A single answer booklet containing **40** pages 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 **1** or **2** sentences **each**. (1×10=10)

1. a) What do you mean by Horizontal Communication ?
- b) What is FAX ?
- c) State the meaning of grapevine.
- d) What do you mean by appointment order ?
- e) What is meant by E-mail ?
- f) State any two barriers to Business Communication.
- g) What do you mean by statutory report ?
- h) What do you mean by sales letter ?
- i) What do you mean by solicited enquiry ?
- j) What do you mean by collection letter ?
- k) What is P.S. in a business letter ?
- l) Differentiate between reference and testimonial.

Shri Dharmasthala Manjunatheshwara
College of Business Management Library
MANGALORE - 575 003

**SECTION – B
(Five Marks Each)**

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

2. What are the essential principles of effective presentation ?
3. Explain the process of communication.

P.T.O.



4. On behalf of Bharath Company Private Ltd., Palace Road, Mysore, draft a letter to Mr. Ajay asking to appear for an interview for the post of Marketing Manager.
5. What are the differences between written and oral communication ?
6. The Modern Book Palace, Mandya complain to the Karavali Book Centre, Mangalore that 15 out of 50 textbooks received from them were received in a damaged condition and then to replace the damaged textbooks immediately.
7. Draft a sales letter highlighting the specialities of your newly introduced mobile phones.
8. Draft a letter to the Soundarya Fancy Stores, Chandini Chowk, New Delhi placing order for fancy goods.

SECTION – C
(15 Marks Each)

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

(15x3=45)

9. What do you mean by business communication ? Explain the objectives of business communication.

OR

What is business letter ? State the essentials of a business letter. Discuss the different parts of business letter.

10. a) State the techniques of writing collection letter. 7
- b) Draft a letter of collection to a customer whose due for purchase of washing machine are not settled inspite of strong reminder. 8

OR

- a) Explain different types of communication network. 7
- b) Draft a circular letter announcing the shifting of business to a new premise due to expansion of business. 8

11. a) What are the characteristics of good business report ? 7
- b) Draft a report from marketing Manager of Canara Traders, Mandya to the Board of Directors about the failure of product in the market and also insisting for an immediate Advertising Campaign. 8