

APRIL 2022

72234/BB22A

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions

1. What is information?
2. What is business communication?
3. State the types of letters.
4. What is letter of enquiry?
5. What is order letter?
6. What is an enquiry?
7. Define agenda.
8. What is meant by bank reference?
9. What is a business report?
10. Define the uses of fax.
11. What are the uses of website?
12. What is video conferencing?

I BBA → Business Communication

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. What are the barriers to communication? Explain.
14. What are the main objectives of circular letter?
15. In what way is a sales letter superior to salesman?
16. State the characteristics of a good report.
17. Write a press report about shortage of water in your locality.
18. Write a letter to the bank manager to stop payment of cheque.
19. Describe about modern forms of communication.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. Briefly explain the principles of effective communication.
21. Briefly enumerate the various physical aspects of a business letter that a businessman should keep in his mind writing a letter.

22. Explain briefly the different types of banking correspondence.
23. Explain the features of memorandum.
24. Describe the uses of internet in business.