

APRIL 2023

72234/BB22A

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

All questions carry equal marks.

1. What is an order?
2. What is clarity?
3. What is formal communication?
4. What is Horizontal communication?
5. What is a Quotation?
6. What is a sales letter?
7. What is proxy Rules?
8. What is Annual General meeting?
9. What is a Report?
10. Define Agenda?

↑ BBA → Business Communication

11. What is E-Commerce?
12. What are the uses of Websites?

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

All questions carry equal marks.

13. Explain the different types of communication.
14. Describe the merits of written communication.
15. Explain the General Hints on Drafting offers and quotations.
16. Explain the various stages of Agency correspondence.
17. Explain the functions of a modern Banker.
18. What are the ten elements of a Report?
19. Explain the uses of Electronic mail in Business.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

All questions carry equal marks.

20. Discuss the structure of a Business letter.
21. Describe the form and contents of the letter of Application.
22. What are the precautions to be taken by the secretary in his letter to the directors? Explain.
23. Explain the important preliminary steps in writing a report.
24. Explain the uses of Video conferencing.