

13. What are the purposes of business correspondence with the insurance company ? Draft a letter to the manager of a general insurance company asking for reimbursement of claim against loss of business premises due to fire.

Or

What are the features and contents of a larger business report ? Give a specimen of such report.

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Roll No.

Exam Code : J-19

Subject Code—0593

B.B.A. (Second Year) EXAMINATION

(Batch 2009 to 2017)

BUSINESS COMMUNICATION

BBA-206

Time : 3 Hours

Maximum Marks : 70

Section A

Note : Attempt any *Seven* questions. **7×5=35**

1. What is paralanguage and how does it help in communication ?
2. What is meant by language of artefacts, designs and colours ?
3. How does attitude act as a barrier in communication ?

4. What are the main parts of a business letter ?
5. What are technical and financial bids in a tender ?
6. Draft a purchase order assuming any hypothetical product.
7. Draft an advertisement for promotion of woollen garments.
8. Write the key differences between a circular and notice.
9. What are the general and specific goals of a business letter ?
10. Distinguish between a transfer and transmission of shares.

Section B

Note : Attempt all the questions.

11. Describe psychological and semantic barriers in communication and also mention the ways to overcome them.

Or

What is basic communication ? **12**

12. The HR department of your company where you are working wants to issue a show cause notice to a habitual later comer employee in the company and you are asked to prepare the draft show cause notice. Draft such a notice using hypothetical particulars of the employee and the company.

Or

What are the strategies for writing a sad news business communication like dismissal of an employee or refusing grant of credit to a new customer ? Also draft a letter of dismissal.

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