

Roll No.

Exam Code : J-19

Subject Code—0770

B. B. A. (Second Year) EXAMINATION

(For 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. Differentiate between oral and written communication.
2. Discuss the 7Cs of communication.
3. Under what conditions the letter of dismissal is issued ?
4. Draw a sales promotion letter for announcing the discounts of different products of a company.

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5. What is the meaning of show cause notice ?
6. Design a print advertisement for laptops.
7. What are the main objectives of correspondence with shareholders ?
8. Discuss the correspondence between organization and PF Commissioner.
9. Explain the role played by press release in promoting the goodwill of a company.
10. What do you understand by a sales report ?

Section B

Note : Attempt all the questions.

11. Explain the different types of inter-departmental written communication.

Or

Discuss the major barriers to effective communication in any organization. **12**

12. Draft a complaint letter addressing the company regarding the malfunctioning of a mobile phone which is in warranty period. Also draft a letter company's side to the customer regarding the action taken by the company for his/her complaint.

Or

Discuss the different types of non-verbal communication. **12**

13. What are the major objectives and features of a long report ?

Or

What type of communication do the organizations have with banks and insurance companies ? **11**