

Exam Seat No: _____

Enrollment No: _____

C.U.SHAH UNIVERSITY

Wadhwan City

Subject Code : **4MS02BCN1** Subject Name : **Business Communication**

Branch/Semester:- BBA&MAM Semester : II Time:10:30 To 5:30

Date : 19/11/2015

Instructions:-

- (1) Attempt all Questions of both sections in same answer book / Supplementary
- (2) Use of Programmable calculator & any other electronic instrument is prohibited.
- (3) Instructions written on main answer Book are strictly to be obeyed.
- (4) Draw neat diagrams & figures (If necessary) at right places
- (5) Assume suitable & Perfect data if needed

SECTION-I

Q-1 Answer the following

- | | |
|---|---|
| (a) Explain the term ' business communication?' | 2 |
| (b) What do you understand by agenda? | 1 |
| (c) What is a report? | 2 |
| (d) What do shareholders refer to? | 2 |

Q-2 Answer the following

- | | |
|---|---|
| (a) Prepare a minutes of a Board's meeting of a reputed textile company. | 4 |
| (b) Show briefly a lay out of a business letter. | 5 |
| (c) Your electronics store placed an order for 200 refrigerators. Many of them have reached to you in a defective conditions. Write a complaint letter to a supplier. | 5 |

OR

- | | |
|---|---|
| (a) Differentiate between agenda and reports. | 5 |
| (b) Write an adjustment letter to a valuable customer for replacing defective items of cutlery and hosiery recently delivered by you in bulk. | 5 |
| (c) Write a short note on shareholders role in business organization. | 4 |

Q-3

- | | |
|---|---|
| (a) Write report on the decline of rate of interest by RBI. | 7 |
| (b) Draft a letter of enquiry about buying LED bulbs/tube lights in bulk. | 7 |

OR

- | | |
|--|---|
| (a) Enumerate the barriers of business communication. | 7 |
| (b) Draft a letter of asking for a catalogue of books on Journalism to be purchased for a newly established college of Journalism. | 7 |



SECTION-II

Q-1 Briefly explain the following terms:

- | | | |
|-------|-----------------------|---|
| (i) | Income Tax | 2 |
| (ii) | Sales Tax | 2 |
| (iii) | ROC | 1 |
| (iv) | Financial Institution | 2 |

Q-2 Answer the following

- (a) Write a letter to a bank informing about your ATM card that has been lost. Give the proper instructions to the bank. 5
- (b) Discuss the means of external communication. 5
- (c) What is the procedure of writing an adjustment letter? 4

OR

- (a) Write about internal communication. 5
- (b) What are the strategies of writing a good letter? 5
- (c) What is letter of adjustment? 4

Q-3

- (a) Write the differences between shareholders and financial institutions. 7
- (b) Write an agenda of a meeting to be circulated among the Board of Directors and shareholders. 7

OR

- (a) Discuss the characteristics of a good business letter? 7
- (b) " In business, a letter of complaint is a blessing in disguise. " Explain. 7

