LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**B.B.A.** DEGREE EXAMINATION – **BUSINESS ADMIN.**

SECOND SEMESTER – **APRIL 2012**

# CO 2105 - BUSINESS COMMUNICATION

Date : 23-04-2012 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

**Section A**

**Answer all Questions: (10X2 = 20)**

1. What kind of questions should a candidate is asked during a selection interview?
2. How is the meeting of a committee different from a conference?
3. How should a speaker plan at the beginning of his speech?
4. How is a press release different from a advertisement?
5. What do you meant by classified advertisement?
6. Why is it important to circulate agenda among the members in advance?
7. Mention at least three important characterizes of a good report.
8. Why is it preferable to personalize message of sympathy?
9. In what respect is an application letter similar to a sales letter?
10. Mention any three P’s that a sales correspondence must know.

**Section B**

**Answer any five Questions: (5X8 = 40)**

1. “The techniques of writing collection letters will vary with the character of the debtor and the circumstances” - discuss.
2. “A tactfully written letter of complaint will also bring a proper adjustment” – Illustrate the truth of this statement.
3. Write to HSBS bank, Mumbai to make enquirers about the credit standing of Ms Vasanth Mumbai, for a sum of Rs 25 crores.
4. “Listening is an art and Science” Support your agreement with valid reasons.
5. What is e- mail? Describe its advantages and disadvantages.
6. How would you prepare to conduct a successful video- conferencing?
7. Draft a report of Ford Company to start welfare centers for its employees. The personnel officer has been asked to make a report.
8. What are the socio psychological barriers to communication?

**Section C**

**Answer any two Questions: (2x20 = 40)**

1. Draft the agenda and minutes of the board of directors of Nokia Company, at which the following items were taken up: a) new Models b) customer service centers c) discount and offers e) competitive price d) any other business matters.
2. Why do you think most of the committees prove to be unproductive? How can the meetings of the various committees be made successful?
3. Draft an application letter for the post of “Business Development Officer” in The Taj Hotel, Chennai.

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