

Exam. Code : 105401

Subject Code : 1389

Bachelor in Business Administration (BBA)

1st Semester

BUSINESS COMMUNICATION

Paper—BBA—107

Time Allowed—3 Hours] [Maximum Marks—50

Note :— The question paper consists of 8 questions, 2 from each section. Candidates are required to attempt 5 questions, selecting at least ONE question from each section. **Fifth** question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. What is the importance of communication in modern day business ? Illustrate process of communication while highlighting the various reasons for noise.
2. Differentiate between following :
 - (a) Formal and informal communication
 - (b) Internal and external communication.

SECTION—B

3. Discuss the role of audience audit in making a good presentation. How is it done ?

4. What is self reference criterion in cross cultural etiquette ? Discuss some cross cultural issues Indian business man faces while dealing with an American counterpart.

SECTION—C

5. Analyse the following memo and list its weaknesses. Also revise the memo :

To : All New Sales Reps : Old and New in Years

From : Thomas Kotrola, Manager

Date : August 15, 2008

Subject : Training

Dear new staffers, both old and new in years :

I would like to welcome you mates aboard my ship. Training begins soon and I want to let you know that with my guidance and your whole-hearted attention, we will have smooth sailing in no time at all. Unlike the last group of new staffers who were dumber than a box of rocks, I hand picked you all and I know you will do great because the light bulb is on above your head.

My training program is based on the American Association of Knitters and Weaver's most recent handbook, published two years ago. No fears; you all will do fine, especially you younger ones who can think on your feet. You single people who have flexible schedules due to your lack of family commitments are in for a lot of overtime if you want it.

The meeting begins at 8:00 a.m. sharp, not 8-ish. Be on time, I gave the last old timer so much trouble he left here with his hair on fire and his backside catching.

It is sink or swim now !

Thom

6. Write short notes on the following :

- (a) Structure of a sales report
- (b) Prepare a structure form for a customer to file complaint.

SECTION—D

7. Write a letter to ABC Companies shareholders on occasion of their 150th anniversary, informing them of the company's achievements. Following are achievements of the company :

- (a) Changed dynamics of the industry ; new competitive dynamics, changing substantially as consumers embrace new trends, habits and lifestyles. This has led to sharpening of companies focus and strengthening of efforts to create value.
- (b) The company has experienced Organic growth was 3.2%, with real internal growth reaching a three-year high of 2.4%.
- (c) Sales increased by 0.8% to Rs. 89.5 billion, with a foreign exchange impact of -1.6%. The Group's trading operating profit was Rs. 13.7 billion with a

margin of 15.3%, up 20 basis points on a reported basis and up 30 basis points in constant currency.

- (d) Underlying earnings per share in constant currency increased by 3.4%. Operating cash flow improved by Rs. 1.3 billion to Rs. 15.6 billion. Free cash flow improved by Rs. 200 million to Rs. 10.1 billion or 11.3% of sales. Based on these results, the Board of Directors is proposing the 22nd consecutive dividend increase, underlining our commitment to continuity, up from Rs. 2.25 last year to Rs. 2.30 this year.

8. Draft an interview letter inviting candidates to be present for their job interview as a portfolio manager in a financial advisory company on 22nd Nov 2019 at the office of the company (SCO 34, sector 17, Chandigarh) by 9:30a.m. Clearly list any assumptions that you make while drafting the letter.