

Q.P. Code : 25221

**First Semester B.Voc. Degree Examination,
November/December 2019**

(CBCS – Freshers & Repeaters – 2016-17 onwards)

Retail Management

BUSINESS COMMUNICATION

Time : 3 Hours]

[Max. Marks : 70

Instructions to Candidates : Answers all the Sections.

SECTION – A

Answer any **FIVE** of the following. Each sub-question carries **2** marks :

(5 × 2 = 10)

1. (a) What is Business Communication?
- (b) What is Agenda?
- (c) What is Trade Enquiry?
- (d) Give any two advantages of Oral Communication.
- (e) What is Formal Communication?
- (f) What is voice modulation?
- (g) What are employment letters?

SECTION – B

Answer any **THREE** of the following. Each question carries **6** marks : **(3 × 6 = 18)**

2. Explain the objectives of business communication.
3. Explain the different types of Reports.
4. Explain the importance of internet in business communication.
5. Explain the role of communication skill in business communication.
6. Explain the different methods of modern communication.

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SECTION - C

Answer any **THREE** of the following. Each question carries **14** marks :
(3 × 14 = 42)

7. Explain the different parts of a business letter.
 8. Draft a letter of complaint from Vikas and Sons Bangalore to Ganeshan and Sons Chennai, complaining against the quality of goods received.
 9. Draft a circular for introducing a new variety of mixer grinder.
 10. Write a letter placing an order for different items of stationery from Kavitha Book House Bangalore to Vidwan Stationeries Bangalore.
 11. Apply for the post of Co-manager to manage the finances of a company. To Post Box No. 1673 Times of India Bangalore 560001 stating the qualification, experience, salary expected.
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