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Reg. No.

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I Semester B.Voc. Degree Examination, August - 2021

RETAIL MANAGEMENT

Business Communication

(CBCS Scheme 2018-19 & Onwards Freshers and Repeaters)

Paper : 1.1

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

1. Answer **all** sections.
2. Answers should be written in English only.

SECTION - A

Answer any **Five** of the following questions. Each question carries **Two** marks. **(5×2=10)**

1. a) What is a Trade Enquiry?
b) What is meant by communication?
c) Give the meaning of Voice Modulation.
d) What do you mean by Gesture?
e) Give the meaning of Salutation.
f) What is a Memo?
g) What do you mean by Minutes of a Meeting?

SECTION - B

Answer any **Three** of the following questions. Each question carries **Six** marks. **(3×6=18)**

2. Analyse the importance of communication.
3. Briefly explain the different types of communication.
4. Draft a circular informing employees and customers about the opening of a New Branch.
5. What is listening? Discuss briefly the various principles of effective listening.
6. Briefly explain the different types of Reports.

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(2)

25221

SECTION - C

Answer any **Three** of the following questions. Each question carries **Fourteen** marks.

(3×14=42)

7. Explain the different parts of a Business Letter.
8. Discuss the various barriers to effective communication.
9. Draft a letter of complaint from Vignesh & Sons, Bangalore to kiran & Bros, Chennai, Complaining against the quality of goods received.
10. Draft a sales letter from RayBan Opticals Ltd, Bangalore, introducing the new Hi-Tech series in Sunglasses to Florence Opticals, Coimbatore.
11. Write an application letter in reply to the following advertisement.

“Wanted a secretary for a reputed industrial and commercial concern located in Bengaluru. Candidates must be able to handle correspondence independently. Those with previous experience in handling correspondence will be preferred”.

Apply stating qualification, experience and salary expected to Post Box No. 6345, C/o the times of India, Bengaluru - 560001.

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