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BBABMC 158/BBMBMC 158

**Credit Based II Semester B.B.A/B.B.M. Degree
Examination, September 2022
(2012 Scheme)
MANAGERIAL COMMUNICATION**

Time : 3 Hours

Max. Marks : 80

**SECTION – A
(One mark each)**

1. Answer **any ten** of the following questions :

(10×1=10)

- a) What is meant by consensus ?
- b) What is solicited enquiry ?
- c) Give the meaning of sales letter.
- d) What is meant by downward communication ?
- e) What is rumour ?
- f) Why written communication is preferred to oral communication ?
- g) Give the meaning of quotation.
- h) What is meant by statutory report ?
 - i) What is video conferencing ?
 - j) What is E-mail ?
 - k) What is testimonial ?
 - l) What is meant by encoding ?

**SECTION – B
(5 marks each)**

Answer **any five** of the following questions :

(5×5=25)

2. What is communication network ? Explain its types.
3. Draft a letter from Parvathi Electricals, Mangalore giving quotations for the supply of Bulbs, Tubelights and Switches to M/S Paramesh Electricals, K.M. Road Udupi.

P.T.O.



4. Draft a sales letter highlighting the specialities of your newly introduced smart phone.
5. Explain the essential principles of effective presentation.
6. Draft a complaint letter regarding late delivery of goods.
7. What is circular letter ? What are the occasions of writing the circular letter ?
8. Draft a strong reminder letter to Vindya Traders Puttur whose accounts for payment of bill of Rs. 90,000 is outstanding for the past 5 months.

SECTION – C
(15 marks each)

(3×15=45)

9. What is meant by business communication ? Explain the features of communication and also the process of communication with the help of diagram. **15**

OR

What is meant by barriers to communication ? Explain the various barriers to communication. **15**

10. A) What is upward communication ? Explain the limitations of upward communication. **7**
- B) Draft an appointment order for the post of sales manager in a firm. **8**

OR

A) Draft a letter from Saraswathi book company Mangalore to Sharada Book House, Bangalore placing an order of 50 Accountancy books and 30 company Law books. **7**

B) Draft a reply from Sharada Book House Bangalore, for – execution of above order mentioning the details of delivery of the books and mode of payment. **8**

11. A) What is report ? Explain the different types of reports. **7**
- B) Draft a report from Onida TV Mumbai to the Board of Directors regarding the declining the sales of televisions. **8**
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