

MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
FINAL EXAMINATION: 2019
BACHELOR OF BUSINESS STUDIES (BBS)
SEMESTER-I

Subject: Business Communication Course Code: MGMT 312
Full Marks: 60 Time: 3 Hours

you are required to answer the questions in your own words as far as practicable.
Figures in the margins indicate full marks

GROUP A: VERY SHORT ANSWER QUESTIONS (10X1=10 MARKS)

Attempt **ALL** questions.

- Q1. Mention two objectives of communication.
- Q2. Enlist two functions of business letter.
- Q3. Write four essential components of business letter.
- Q4. Why do we use punctuation sign in a sentence or paragraph?
- Q5. What is parallelism? Give one example.
- Q6. Define transitional words or phrase. Give two examples.
- Q7. List out different types of communication.
- Q8. Why is cover letter written?
- Q9. What are the four things you can do to make your interview effective?
- Q10. Define sentence fragment. Write two examples of sentence fragment.

GROUP B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)

Attempt any **THREE** questions.

- Q11. Define 7C's of effective communication with suitable example. [8]
- Q12. Define the process of communication with suitable diagram. [8]
- Q13. Draft a job application letter for the post of Assistant Manager to General Manager of Oriental Insurance including all the required components in Modified format. [8]
- Q14. Your company has decided to buy some electronic gadgets for its new branch office. Being a manager of your company, you're responsible to know the specification of different electronic items with its size, price, warranty, delivery, maintenance and inquisition you've before ordering them. Draft an inquiry letter to CG Electronics asking for quotation in a full block format. [8]
- Q15. Write short notes on(**Any two**): [4+4]
 - a. Non-verbal communication
 - b. Abstract
 - c. Glossary

GROUP C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)

Attempt any **TWO** Questions.

- Q16. Define meeting minutes. Enlist important topics of meeting minutes. Draft a sample of meeting minutes of an important event including all the essential headings in a proper format. [3+2+8]
- Q17. What is sales letter? Mention its importance and function. You are marketing manager of a newly opened hotel in Surkhet. Write a sales letter to your potential customers about the special services and facilities available in the hotel. [2+3+8]
- Q18. Define Resume. Mention different types of resume. Design an effective chronological resume of your own including all the necessary information required. [2+3+8]

