MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
MAKE-UP EXAMINATION: 2020
BACHELOR OF BUSINESS STUDIES (BBS)
SEMESTER-I

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

Candidates are required to answer the questions in their own words as far as practicable.

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

*Attempt **ALL** the questions.*

Q1. Define communication in a sentence.

Q2. Enlist different forms of communications.

Q3. Mention three formats of writing a business letter.

Q4. Write four essential components of a business letter.

Q5. Why do we use period sign in a sentence?

Q6. Why is parallelism necessary in writing?

Q7. Write two examples of transitional words or phrases and use them in your sentence.

Q8. Why is a sales letter written?

Q9. Write any four things that you do to make your interview effective.

Q10. Write two examples of sentence fragment.

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

*Attempt any **THREE** questions.*

Q11. Draw the diagram of the process of communication and explain. [8]

Q12. Enlist the 7C's of effective communication describing each of them with suitable examples. [8]

Q13. Draft a job application for the post of Assistant Manager to General Manager of Nepal Bank Ltd. including all the required components. [8]

Q14. What is an adjustment letter? Write differences between partial and full adjustment letters. [3+5]

Q15. Write short notes on: [4+4]

a. Verbal Communication

b. Abstract

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 including all the necessary components. [3+2+8]

Q17. What is a sales letter? Mention its importance in business. Suppose you are a 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. What do you mean by Resume? Mention different types of resume. Design an effective functional resume of your own including all the necessary information required. [2+3+8]

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