

SOUTH EASTERN UNIVERSITY OF SRI LANKA
THIRD YEAR EXAMINATIONS IN BUSINESS ADMINISTRATION AND
COMMERCE (EXTERNAL) – 2006 / 2007

Held in May 2007

BBA / COM 31 – BUSINESS COMMUNICATION

This paper includes Part 'A' and Part 'B'. Answer **all** questions from Part 'A' and only two questions from part 'B'

Time: Three Hours

PART 'A'

01. Communication is a process of transmitting and receiving verbal and non verbal messages that produce a response.
- (a) Explain the communication process using diagram and illustrate where 'noise' can occur. (10 Marks)
 - (b) Identify the major barriers to successful communication and explain how these barriers could be overcome from a communication perspective (10 Marks)
 - (c) Explain how effective communication improves business and administration (5 Marks)
02. You are the sales manager of 'Kind' company which markets office equipments. You have sold some office equipments to 'Heart Co. Ltd' on a one month credit period. However it has been 3 months since you have sold these equipments and have not yet been paid.
- Write an appropriate letter to the accounts department of your client by drawing the attention to this delay and pursuing them to settle your account soon.
- (15 Marks)
03. Assume that you are a Junior Marketing Manager of 'Silverline Co. Ltd.'. You are required to analyze the information collected on a recent field survey and produce a report to Marketing Manager.
- (a) Outline a suitable Report Format showing the titles and sub-titles to produce an overview of the survey and recommendation. (12 Marks)
 - (b) Draw a pie chart for annual sales and bar chart for age groups of shoppers for the below given data which will be included in the report. (16 Marks)
- (Total 28 Marks)

i. Annual Sales figures of different items of Silverline Co. Ltd.

| Item | SLRs. (Million) |
|-----------------|-----------------|
| Men's Wear | 8 |
| Women's Wear | 10 |
| Children's Wear | 7.5 |
| House Wears | 5 |
| Shoes | 13 |

ii. Age groups of shoppers

| Age | Shoppers (%) |
|--------------|--------------|
| 15 – 24 | 20 |
| 25 – 34 | 38 |
| 35 – 44 | 25 |
| 45 – 54 | 10 |
| 55 and above | 07 |

PART 'B'

04. Draft a memo on the guidelines for effective presentation, which will help your staff when making presentations. (16 Marks)
05. Good listeners make a company a more effective organization
- (a) Write a brief note on the benefit of good listeners. (8 Marks)
 - (b) List four of the hints you consider valuable to improve and develop listening skills. (8 Marks)
- (Total 16 Marks)
06. You have been asked to write templates on each of the following with regard to the meeting of any sort.
- (a) Invitation to the meeting
 - (b) Agenda to the meeting
 - (c) Minutes to the meeting
- (Total 16 Marks)
