

THIRD YEAR EXAMINATIONS IN BACHELOR OF BUSINESS ADMINISTRATION /  
COMMERCE (EXTERNAL) – 2007 / 2008 HELD IN AUGUST 2008

BBA / COM 31 – BUSINESS COMMUNICATION

Time: 03 Hours

This paper includes Part A and Part B. Answer all the questions from Part A and only two questions from Part B.

**PART A**

Answer all the questions from this section

01. (a) Explain what do you understand by effective communications? (05 Marks)
- (b) Select a communication situation and explain a communication model that you are familiar with. (10 Marks)
- (c) What do you understand by 'audience analysis' in business communications? (05 Marks)
02. (a) What factors would help you decide whether to write a memo, send an e-mail, make a telephone call, leave a voice mail message, or deliver a message in person? (10 Marks)
- (b) Write a short essay on the usefulness of information technology for business communications and include examples as much as possible. (10 Marks)
03. (a) You are the Chief Security Officer of your organization. Write a memo to employees to inform them about a security system in terms of visitors arrival to the organization. (10 Marks)
- (b) How does each of the following sayings relate to communications?
- i. A picture is worth a thousand words.
  - ii. Sticks and stones can break my bones, but words will never hurt me.
  - iii. Seeing is believing.
  - iv. Actions speak louder than words.
  - v. Focused hearing
- (10 Marks)

## PART B

### Answer any two questions from this section

04. The following are some of the information about an organization.
- (a) You are requested to prepare appropriate visuals for the same.
- Last year's sale:  
Body Lotion Rs. 50000  
Hair Cream Rs. 10000  
Face Wash Rs. 100000  
Serviette Rs. 60000
  - CEO is the ultimate officer of the above company. Financial Officer directly reports to him. The organization has many departments and Marketing Manager, HR Manager, Production Manager are heading the department. However, these Managers report indirectly through the Vice President of the company.
  - A customer wants to buy some of your products in the store. They have to take the token first and wait for their turn. Once the token no is on, customer has to go to assigned Sales Assistant and do the transaction. Eventually, the security checks the bags at the exit.
- (10 Marks)
- (b) Explain why business professionals use graphs and other visual aids and name four qualities to look for before including in a visual report.
- (10 Marks)
05. "The silent enemy in effective listening" involves your listening attitude.
- (a) Comment on the above statement. (10 Marks)
- (b) Discuss ways to improve listening skills. (10 Marks)
06. Job searching has now become a professional task. Most of them are trained for this purpose with various programs such as career guidance. Professional writing of employment correspondence has become a vital exercise for all.
- (a) Write a covering letter to annex with the CV that you prepared for applying the vacancy that you saw in the Sunday Observer. (10 Marks)
- (b) Imagine that you are the Area Sales Manager for HERO Ltd. Write a report on the potential of introducing new product to the Marketing Manager of your company. (10 Marks)

\*\*\*