

**Fourth Semester B.B.M. Degree Examination, April/May 2019**

*(CBCS Scheme)*

**Management**

**BUSINESS COMMUNICATION – II**

*Time : 1½ Hours]*

*[Max. Marks : 45*

*Instructions to Candidates : Answer the questions as per the directions given.*

**SECTION – A**

Answer any **FIVE** of the following sub-questions. Each correct answer carries **2** marks. **(5 × 2 = 10)**

1. (a) What is an enquiry letter?
- (b) Give the meaning of circular.
- (c) State 2 reasons for cancellation of an order.
- (d) Expand : BCC and CC
- (e) Write the meaning of webinars.
- (f) What is body language?
- (g) Define Interview.

**SECTION – B**

Answer any **THREE** of the following questions. Each correct answer carries **5** marks : **(3 × 5 = 15)**

2. What is etiquette? Write the benefits of good etiquettes.
3. Briefly explain the preparations necessary for an interview as a candidate.
4. Explain any 5 types of body language.
5. Define GD. Argue why is it necessary.
6. Explain the concept of E-mail and its use in modern business.

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### SECTION – C

Answer any **TWO** of the following questions. Each correct answer carries **10** marks : **(2 × 10 = 20)**

7. Write a sales letter to promote sales of an unique washing machine which uses very less water for washing.
  8. Draft an application to Anand tools Ltd. Chickpet, Bangalore for the post of a Manager, emphasising your capacity to handle business and enclose your CV.
  9. Write short notes on :
    - (a) Social Networking
    - (b) Video Conferencing
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