

**DKM COLLEGE FOR WOMEN (AUTONOMOUS),VELLORE-1.**

**DEPARTMENT OF MANAGEMENT STUDIES**

**QUESTION BANK -EVEN SEMESTER 2018**

**BUSINESS COMMUNICATION**

**CLASS: I BBA**

**SECTION- A      2 Marks**

1. Define communication?
2. What is business communication?
3. What is brain drain in communication?
4. What is feedback?
5. What is verbal communication?
6. What is non-verbal communication?
7. Define written communication
8. Define oral communication
9. What are the differences between verbal and non-verbal communication?
10. What are then differences between gesture and posture?
11. What are then differences between formal and informal communication?
12. What is grape vine communication?
13. Mention any two objectives of communication
14. What is communications skill?
15. State any two types of communication
16. What is communication process?
17. What is downward communication?
18. What is difference between advice and counseling?
19. What is difference between order and instruction?
20. Define encoding and decoding
21. What are the different situations where business letters are used?
22. Define business letter
23. What is sales letter?
24. What is quotation?

25. What are the uses of business letter?
26. Write any four salutation
27. What is circular letter?
28. What is the purpose of attaching a bio data sheet with an application for employment?
29. Define collection letter
30. What is insurance correspondence?
31. What is an overdraft?
32. Define offer
33. What are the advantages of circular letter?
34. Define postscript
35. Show different functions of business letter
36. What are the guidelines for writing complaint?
37. What is tender?
38. What is the difference between offer and quotation?
39. Define enclosures
40. Name four stages of collection letter
41. What is consular invoice?
42. What is LOC?
43. What is bill of lading?
44. What is bill of exchange?
45. What is bill of entry?
46. Who is a company secretary?
47. What are the responsibilities of company secretary?
48. What is minute?
49. What is an agenda?
50. Write note on MS word
51. Explain power point
52. What are the uses of power point?
53. What are the file extensions of MS office?
54. Define MS outlook
55. What is MS access?
56. Who is a shareholder?

57. What is the responsibility of secretary with shareholder?
58. What are the statutory duties of company secretary?
59. What are the administrative duties of company secretary?
60. How company secretary corresponds with director?
61. Differentiate oral and written report
62. What is report?
63. What is project report?
64. What are the functions of reports?
65. What do you mean by periodic report?
66. What is the format of report
67. What do you mean by individual report
68. What are the types of report?
69. What is meant by statutory report?
70. What are the testimonials?
71. What is a formal and informal report?
72. What is press report?
73. What is annual report?
74. What is informative and interpreted report
75. What is PABX?
76. What is PBX?
77. What is memorandum?
78. Define pager
79. Explain video conferencing
80. Write a note on internet
81. Explain voice mail
82. What is STD?
83. What are the merits and demerits of E-mail?
84. What is intercom?
85. Write any two uses of cell phone
86. What is telex?
87. What is telegram?
88. What is telephone?

**SECTION- B            5/10 Marks**

1. Explain the importance of business communication.
2. Explain the communication cycle or process.
3. Explain the internal and external communication.
4. What is role of communication in business or communication is playing vital role in modern day business.
5. Explain the main objectives of communication.
6. Write short note on upward and downward communication.
7. Explain the different methods of communication.
8. Write about benefits of communication.
9. Explain various types of communication.
10. What are methods of communication.
11. Describes barriers of communication.
12. Write detail about oral and written communication.
13. What are the qualities of a good business letter.
14. What are the essential points must be consider in a letter of order?
15. Explain the types of circular letter.
16. Draft an application letter for the post of an assistant professor in a private college.
17. List out the various content of an order letter.
18. What are the circumstances to which a seller may not be able to execute orders.
19. Explain the various information to be mentioned in the application letter.
20. Explain the structure of business letter
21. What is the significance of bank correspondence?
22. Explain the merits and demerits of circular letter
23. Write a circular letter of introducing or opening a new branch
24. What are the factors to be considered for preparing an order?
25. Explain the needs of business letter
26. Explain the importance of business letter
27. What are the kinds or types of business letter?

28. Draft a bio data or CV
29. Write a complaint letter on a wrong billing of telephone charge
30. What is circular letter? Give examples
31. What are the functions of business letter?
32. Explain cash with order and letter of credit
33. Draft a complaint that one of 12 case you have received from your supplier Contains goods that you didn't order
34. Draft a collection letter who has not cleared the long pending due in spite of Earlier reminders
35. Explain the layout of business letter
36. What are the stages of collection letter?
37. What are the functions of company secretary?
38. Write a letter requesting the director to attend a board of meeting
39. What are the contents of agenda/give a specimen of agenda?
40. State the role of company secretary in preparing reports or what are the rights or duties of company secretary
41. Write a letter as a asks the secretary to include certain important items in the agenda to discuss in board meeting
42. Write a letter as a shareholder asks about the progress of the company with the view to increase the shareholding
43. Explain MS word
44. What is MS excel?
45. What is MS power point?
46. Explain MS outlook
47. Write about MS office.
48. Draft a letter as a shareholder complains that he has not received dividend warrant on the shares of the company held by him.
49. Write a letter as a company secretary to a shareholder inviting him to accept the directorship of the company
50. Write a note on bibliography and glossary
51. What are the types of business report?
52. Write about the characteristics of good report
53. Write a report to head office for expanding the business of your branch.

54. Describe the importance of the report
55. Write a weekly report about Chennai stock market
56. Explain about long/structure/format of long report
57. What are the functions of press report
58. What are the different forms of press report
59. Draft a report on the financial position of your firm
60. Discuss the forms of market report
61. What are the different types of meeting? Explain
62. What are the uses of intercom
63. Explain the impact of cell phone on the society
64. Write about pager
65. Write about cell phone and telephone
66. Describe communication media
67. What is the role of technology in business?
68. What are the advantages of various communication equipment?
69. What are the uses of telephone?

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