

**FACULTY OF MANAGEMENT**

**BBA V – Semester (CBCS) Examination, November / December 2019**

**Subject: Business Correspondence**

**Course No. BB – 501 Sec-III**

**Max. Marks: 40**

**Time: 1½ Hour**

**Note: Answer all the questions.**

**PART – A (2x5 = 10 Marks)**  
**[Short Answer Type]**

**Note: Answer the following questions:**

- 1 Explain the importance of Business Correspondence.
- 2 What are the essentials of Good Report?

**PART – B (2x15 = 30 Marks)**  
**[Essay Answer Type]**

**Note: Answer all the questions using the internal choice.**

- 3 a) Explain the role of communication in effective functioning of an organization.  
**OR**  
b) Discuss the need and functions of Business Letters.

- 4 a) Write a note on the structure of Report Writing.

**OR**

- b) Explain the importance of business meetings.