

VINAYAKA MISSIONS RESEARCH FOUNDATION, SALEM

(Deemed to be University)

BBA DEGREE EXAMINATION – November 2018**Second Semester****AECC – II – BUSINESS COMMUNICATION**

Time: Three hours

Maximum: 70 marks

PART – A

(10 x 2 = 20)

(Answer ALL Questions)

1. Define communication
2. What do you mean by commercial terms?
3. Define business correspondence.
4. What are the need of correspondence
5. Define claims.
6. Explain the punctuation?
7. What do you mean by Agency Correspondence?
8. What is the meaning of annual report
9. What do you meant by recommendations?
10. Define - market report

PART – B

(4 x 5 = 20)

(Answer ALL Questions)

11. a) Briefly explain horizontal & vertical communication
(OR)
b) Explain the principles of communication.
12. a) List & explain the importance of business correspondence briefly.
(OR)
b) What do you understand by sales letter
13. a) How can a sales promotion letter be made effective?
(OR)
b) Explain the process of aids to correct business
14. a) Write a short note on Bank correspondence listing its prerequisites
(OR)
b) Briefly discuss the prerequisites of drafting an E-Mail

PART – C

(3 x 10 = 30)

(Answer any THREE Questions)

15. With a neat sketch explain the process of communication
16. List and explain the ways through which an order can be executed and cancelled
17. Explain the various factors to be considered while preparing a collection letter
18. Explain in detail the prerequisites for drafting an agency letter.
19. Explain clearly structure of reports

**VINAYAKA MISSION'S RESEARCH FOUNDATION, SALEM
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BBA DEGREE EXAMINATION – November 2018

Third Semester

DSC I - SERVICES MARKETING

Time : Three Hours

Maximum: 70 marks

SECTION - A

Answer All questions (10 x 2 = 20)

- 1 What is meant by expected service quality?
- 2 What are the problems due to inseparability?
- 3 What is services market segmentation?
- 4 Define Target market.
- 5 State the need of blue printing in services marketing.
- 6 What is the focal point of quality of a service?
- 7 What is direct marketing?
- 8 Define advertising.
- 9 Identify any four challenges in hospitality marketing.
- 10 What are the factors affecting logistics industry?

SECTION - B

Answer the following

(4 X 5 = 20)

11.a Differentiate the difference between goods and services.

OR

.b Elaborate components of Services.

12.a Discuss the factors considered for the segmenting

OR

.b What specific challenges exist for service organizations when it comes of segmentation?

13.a Enumerate the benefits of services blueprinting.

OR

.b Why is a service branded?

14.a Describe the various sales promotional tools.

OR

.b Explain the different types of users of tourism services.

SECTION - C

III. Answer ANY **THREE** of the following questions:

(3 x 10 = 30)

- 15 Briefly explain the service gap model and the methods to measure the gaps of the services.
- 16 What are the levels and patterns of service market segmentation? Explain.
- 17 Discuss the stages in new service development process.
- 18 Explain the factors affecting pricing decisions.
- 19 How will you formulate service marketing strategy for hospitality industry? Discuss.
