

International Islamic University Chittagong
Department of Business Administration
Program: BBA
Final Examination, Spring-18.

Course Title: Business Communication
Marks: 50

Course Code: BCOM-2401
Time: 2.5 hours

[Answer any 5 of the following questions. Figures in the right hand margin indicate full marks]

- 1 a) Define business letter. Explain the different stages of collection letter with example. 5
b) Suppose you are a communication manager named Mr. Ali, in UAE. Write a letter to the Merchandise Manager of your Bangladeshi partner Mr. Mamun, Marketing manager Jaber & Jubayer Group enquiring for information of price, lead time and production capacity of 1 million pcs of baby's outfits. 5
- 2 a) Suppose you are an executive of a super market. Your market committee is planning to import 10pcs generators with 100kv from Honda Co. Write an order letter to the CEO of Honda CO. 5
b) You received 500 bags of Fresh cement on which 20 bags were damaged by the labors for that write a claim letter to the Company as a site manager. 5
- 3 a) Discuss the Characteristics of a good business report. 4
b) What are the procedures for writing a business report? Explain 6
- 4 a) Suppose you have seen a circular letter in "The Daily New Bangla" From "MAS Apparels Bangladesh Ltd." where they are inviting the eligible candidates to apply for the post of "Merchandizing Executive". Prepare a Curriculum Vitae (C.V.) along with a cover letter for applying to that post. 10
- 5 a) What are the purposes of Curriculum Vitae from employers and employees view point? 3
b) What is an interview? Discuss guidelines for the interviewer and interviewee. 4
c) Briefly explain the common resume mistakes. 3
- 6 a) Write short note on; amortization, bankruptcy, cartel, demand, equity, manifest, Rebate, stock split, tariff, WIPO, F.O.B, C.O.D, viz, GPS, PRSP. (Any 10) 10
- 7 a) Suppose your company is going to set a new Retailer price for the soft drink items, as a communication officer of Akij Group Ltd. Circulate a letter mentioning new price list to the Retailer points. 5
b) Suppose one of your customers has purchased some printers and others electronic equipment's from your company (Computer tech Pvt. Ltd) on credit of one month. However the credit period is over. By this time you have written three consecutive letters to him but he didn't pay the dues. Now write a suitable collection letter. 5