

International Islamic University Chittagong

Department of Business Administration

Program: BBA

Semester End Examination, Autumn-22.

Course Title: Business Communication

Course Code: BCOM-2401

Marks: 50

Time: 2.5 hours

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

	Questions	Marks
1.	a) Define Business letter. Discuss the structural layout of a business letter.	5
	b) Draft an order to the Rajshahi silk factory for certain silk shares.	5
2	a) Discuss the guidelines to be followed in writing effective collection letter.	3
	b) How many stages are involved in the collection process? Discuss.	3
	c) Write a dunning letter to a default client up to the last resort.	4
3	a) What are the purposes of a report? Mention the characteristics of a good report.	4
	b) Give a brief account of the different parts of a long analytical report.	6
4	a) What do you mean by a covering letter? What is the difference between a solicited application letter & an unsolicited application letter?	5
	b) Draft a covering letter along with resume for an unsought application for a position of a lecturer of a private university.	5
5.	a) "The main purpose of a sales letter is to convert the reader into a customer." How is the purpose achieved?	3
	b) Recommend some outlines to be taken in mind while drafting a complaint letter.	4
	c) Briefly explain the common resume mistakes.	3
6.	a) Write down the following business terms: Manifest, Par value, Windfall gains, Quorum, Rolling stock	5
	b) Write down the following abbreviations: i. CGE, GSP, WIPO, NAFTA, IOM ii. Pd. ibid. pfd. wt. bbl.	5
7.	a) What are the purposes of interview? Discuss the various types of interview.	5
	b) What are the general guidelines for the interviewer & interviewee? Explain.	5