



UNIVERSITY OF NORTH BENGAL

BBA 2nd Semester Examination, 2020

BUSINESS COMMUNICATION AND BUSINESS ETHICS

COURSE-205

Full Marks: 100

ASSIGNMENT

The figures in the margin indicate full marks.

Answer any two Assignments

50×2 = 100

Each Assignment carries 50 marks

Assignment 1

“Business communication has a role to play in employee motivation”. Express your views about this statement and either defend or reject the view with suitable examples from any business organisation.

30+20

In this context state the importance of physical appearance and of self-presentation in communication with superiors and peers.

Assignment 2

(a) Though market are flooded with wide variety of mobile phones, land phones have distinct advantages over mobile phones. Keeping in mind the competition with mobile phones, BSNL has launched land phones with extra facilities so as to cater to the requirements of the potential customers. As a sales manager of BSNL, write a letter to the manager of a company promoting the sale of land phones. Invent necessary details.

25+25

(b) An advertisement has appeared in ‘Times of India’ for the post of Sales Executive in ‘ABC Co. Ltd’. Draft an application letter along with the resume to apply for the same. Invent the necessary details.

Assignment 3

“A solid business ethics policy should clearly outline the procedure employees should follow if they need to take time off, leave early or start late. If you don’t spell out these procedures, employees might be tempted to handle these matters on their own.” Express your views on this statement with examples from either a tea factory or a commercial bank or an insurance company. Also state what guidelines regarding- (i) working with clients and (b) taking undue credit by employees would you prescribe as a manager of a business to ensure good business ethics.

30+20

—×—