

where more exact methods of measurement and the close study of statistical data have made considerable headway in recent years. The marketing and research departments of the advertisers themselves, and of the agents who act as middlemen between advertisers and media owners in the case of more than 60 percent of British advertising business, are constantly expanding. These departments have for sometime included a number of University graduates. Usually with particular qualification in statistics and the movement of University trained men into advertising, the business is growing, as is the study of advertising problems in the universities themselves, particularly in the departments of economics, psychology and sociology.

SECTION - B (50)

(BUSINESS CORRESPONDENCE)

Answer any THREE questions.

All questions carry equal marks.

1. Explain the different types of business letters with examples.

Register Number :

Name of the Candidate :

7 3 7 4

B.B.A. DEGREE EXAMINATION, 2007

(SECOND YEAR)

(PART - II)

(PAPER - II)

**210. ENGLISH COMPOSITION AND
BUSINESS CORRESPONDENCE**

(Common with B.A. Business Economics)

(Including Lateral Entry)

May]

[Time : 3 Hours

Maximum : 100 Marks

*Answer Section - A and Section - B.
in Separate Answer Books.*

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SECTION - A (50)

(English Composition)

I. Write essays on any TWO of the following in about TWO pages each : (2 × 15 = 30)

- (a) Is Thomas Hardy a pessimist ? Discuss with reference to the prescribed novel.
- (b) Discuss the rivalry between Henchard and Farfrae.
- (c) Write an essay on the theme of “Great Expectations”.
- (d) Justify the title “Great Expectations”.

II. Write a precis of the following passage reducing it to ONE THIRD of its length : (20)

It has always been clear, of course that a properly designed media programme uses press, posters, printed leaflets and so on in proportions suitable to the nature of the product itself. In such a programme, television occupies a relatively important place if the

product is sold in small quantities, at a low price to the vast mass of the people. It is regarded as a quick acting medium, peculiarly suited to prompting ‘impulse purchases’.

Larger items, such as cars and refrigerators, may be more profitably advertised in the press or other media which are examined in greater detail and more at leisure than television ‘commercials’ can possibly be. Nevertheless, in most mass advertising campaigns, the media are used in combination with each other, in proportions which tend to be more and more carefully, and even scientifically determined.

It is significant, in this connection, that the poster medium and outdoor advertising generally, are now staging something of a recovery, after sustaining what at first looked like being a severe blow at the time of the introduction of commercial television into the United Kingdom in 1955.

Media planning is only one of the branches of the British advertising business,

Turn over

2. Draft a letter to suppliers seeking quotations to buy computers for your branch offices.
3. Write a circular letter to your distributors informing them about the conduct of new advertising campaign to be released through newspapers and regional television channels.
4. Draft the Minutes of the Director's meeting recently held in your company.
5. Discuss the relevance of Governmental planning to industries.

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