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BCM4bcoC0510

Seat No: _____

B.Com. Semester - 4 (CBCS) Examination

March/April- 2018

BUSINESS COMMUNICATION - 2

Time: 2:30 Hours

Marks: 70

Instructions:

1. All questions are compulsory.
 2. Figures to the right indicate marks.
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- Que.1 Write short notes on any two. (15)
- (A) Importance of upward communication.
 - (B) Horizontal Communication.
 - (C) Diagonal Communication.
 - (D) Vertical Communication.
- Que.2 Write short notes on any two. (15)
- (A) Video Conferencing.
 - (B) E-mail.
 - (C) Disadvantages of Fax.
 - (D) Cell phone.
- Que.3(A) Answer the following questions in detail. (Any One). (10)
- (1) Discuss in detail the key elements of a good presentation.
 - (2) What are the audio-visual tools for presentation? Explain in detail.
- Que.3(B) Answer the following questions in detail. (Any One). (10)
- (1) What is the importance of body language in interview? Explain in detail.
 - (2) Describe in detail the steps for the preparation of job interview.
- Que.4(A) Write an appropriate letter on following situation. (Any One) (10)
- (1) Draft a letter of complaint for the inferior quality of goods.
 - (2) Draft a suitable reply to a customer who has complained about defective goods supplied.
- Que.4(B) Write an appropriate letter on following situation. (Any One) (10)
- (1) Write a letter of reminder in the tone of courtesy and friendliness about the dues buyer has forgotten to pay.
 - (2) Write a letter of reminder to pay the dues within fortnight to avoid legal action.
