

B.Com. Semester - 4 (CBCS) Examination
March/April. -2019
BUSINESS COMMUNICATION - 2
(CORE)

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 a short note on the following topics. (Any two) (15)
- (1) Importance of upward communication.
 - (2) Disadvantages of downward communication.
 - (3) Diagonal communication.
 - (4) Limitations of upward communication.
- Que-2 Write a short note on the following topics. (Any two) (15)
- (1) Disadvantages of cell phones.
 - (2) Video conferencing.
 - (3) Advantages of E – mail.
 - (4) Internet.
- Que-3(A) Write a detailed answer on the following questions. (Any one) (10)
- (1) What is presentation? Discuss the qualities of good presentation in detail.
 - (2) What are the visual tools for presentation? Explain in detail.
- Que-3(B) Write a detailed answer on the following questions. (Any one) (10)
- (1) What is interview? Discuss the role of attitude in interview.
 - (2) What is body language? How will body language help in interview?
- Que-4(A) Write a letter on the following. (Any one) (10)
- (1) Letter of Complaint about defective goods.
 - (2) Letter of Adjustment of damaged goods.
- Que-4(B) Write a letter on the following. (Any one) (10)
- (1) Despite several reminders your debtor doesn't reply. Write a letter to take legal action against him.
 - (2) Draft a letter on behalf of the debtor to the creditor to give one month time limit for the payment.
