

B.Com. Semester - 4 (CBCS) Examination
April/May -2022 [NEW COURSE]
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 detailed answer on the following questions. (any one) (15)

- (1) What is intensive and extensive listening? Discuss in detail the advantages of good listening.
- (2) What is public speaking? Explain appropriate method of selection of interesting speech.

Que-2 Write a short note on the following topics. (Any two) (20)

- (1) Advantages of cell phones.
- (2) Advantages of Internet.
- (3) Blog writing.
- (4) Advantages of E-mail.

Que-3 Write a detailed answer on the following questions. (any one) (15)

- (1) What is group discussion? Discuss the opening and summarizing of a group discussion.
- (2) Explain different types of interviews and discuss how will body language help in interview?

Que-4 (A) Write a letter on the following. (any one) (10)

- (1) Letter of Complaint about inferior quality goods.
- (2) Letter of Adjustment of wrong goods.

(B) Write a letter on the following. (any one) (10)

- (1) Draft a letter on behalf of the debtor to the creditor to give one month time limit for the payment.
- (2) Despite several reminders your debtor doesn't reply. Write a letter to take legal action against him.
