

B.Com. Semester - 4 (CBCS) Examination
April/May -2022 [OLD 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 short note on any two. (15)
- A. Types of Communication.
 - B. Vertical Communication.
 - C. Diagonal Communication.
 - D. Horizontal Communication.
- Que-2 Write short note on any two. (15)
- A. Advantages of Fax.
 - B. Cell phone.
 - C. E-Mail.
 - D. Video Conferencing
- Que3A. Answer the following questions in details. (Any one). (10)
1. Discuss in detail the basic aspects of a good presentation.
 2. What is presentation? Explain in detail.
- Que3B Answer the following questions in details. (Any one). (10)
1. How does body language help in Interview? Explain in detail.
 2. How will you prepare for the job Interview? Discuss in detail.
- Que4A Write an appropriate letter on following situation. (Any one). (10)
1. Draft a letter of complaint for the defective goods.
 2. Draft a suitable reply to a customer who has complained about damaged goods.
- Que4B Write an appropriate letter on following situation. (Any one). (10)
1. Write a letter of collection regarding taking legal action if the dues will not pay within the fortnight.
 2. Write a letter of reminder in the tone of courtesy and friendliness about the dues he has forgotten to pay.
