

B.Com. Semester - 4 (CBCS) Examination
March/April-2023 [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 (A) 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) Write a letter of complaint the goods which you received is of inferior quality.
 - (2) Write a letter of Adjustment the goods which you received is of different type.
- Que.4 (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.
