

B.Com. Semester - 4 (CBCS) Examination
March/April-2023 [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) Importance of upward Communication
 - (B) Horizontal Communication
 - (C) Diagonal Communication
 - (D) Vertical Communication
- Que.2 Write short note on (any two) (15)
- (A) Video Conferencing
 - (B) E-Mail
 - (C) Disadvantages of Fax.
 - (D) Cell phone
- Que.3A 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.3B 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 importance of attitudes in interview.
- Que.4A 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.4B 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 he has forgotten to pay.
 - (2) Write a letter of reminder to pay the dues with in fortnight and avoid legal action.
