

B.Com. Semester - 4 (CBCS) Examination
March/April-2024 [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 notes on the following subjects. (Any two) (15)

1. Upward Communication
2. Downward Communication
3. Horizontal Communication
4. Diagonal Communication

Que.2 Write short notes on the following subjects. (Any two) (15)

1. Cell Phones
2. Fax
3. Email-Writing
4. Video-Conferencing

Que.3 (A) Answer the following questions in detail. (Any one) (10)

1. What are the qualities of Good Presentation?
3. Discuss the advantages of audio-visual tools for presentation.

(B) Answer the following questions in detail. (Any one) (10)

1. What is the importance of body language in Job Interview?
2. Discuss the suitable Attitude and Personality for the job interview.

Que.4 (A) Draft a letter of complaint for rudeness shown to the customer when he visited the company's office. (10)

OR

(B) You had placed an order for the supply of Electronic items. But the shipment reached to you in a damaged condition. Draft a letter of complaint for suitable adjustment.

Que.4 (A) Draft a letter of 3rd reminder to one of your customers who has failed to pay his due in spite of two reminders. (10)

OR

(B) Draft a reminder to a Debtor, who may have forgotten part due amount of Rs. 10,000 of which the due date was March 25th, 2023.
