

B.Com. Semester - 4 (CBCS) Examination
March/April-2025 [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 | What are the important techniques to master effective listening skills. | (15) |
| | OR | |
| Que.1 | Discuss in detail the different types of speeches. | |
| Que.2 | Discuss in detail the advantages and disadvantages of the following. (Any Two) | (20) |
| | 1) E-Mail Writing | |
| | 2) Blog Writing | |
| | 3) Cell Phone | |
| | 4) Video Conferencing | |
| Que.3 | Define and discuss the major elements of group discussion. | (15) |
| | OR | |
| Que.3 | Throw light on the important techniques to crack interview successfully. | |
| Que.4(A) | As a seasonal businessman, write a letter of complaint to your supplier complaining about late delivery of the goods. | (10) |
| | OR | |
| Que.4(A) | You received a letter of complaint from your reputed customer about misbehaviour of your receptionist during personal visit. Write a letter of apology to your customer assuring him of better treatment in future. | |
| Que.4(B) | Write a letter of reminder to your regular customer reminding him of unpaid debt despite one reminder you had already written. | (10) |
| | OR | |
| Que.4(B) | Write a letter of legal threat to a customer who has not paid any attention towards your previous letters of collection. | |
