

B.Com. Semester - 4 (CBCS) Examination
March/April-2025 [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. (Any Two) (15)
- A. Importance of downward communication with example
 - B. Limitations and delimitations of horizontal communication
 - C. Diagonal communication
 - D. Concept of upward communication with examples.
- Que-2 Write short notes. (Any Two) (15)
- A. Email writing and its advantages
 - B. Video conference
 - C. Advantages of cell phone
 - D. Functions of fax
- Que-3(A) Answer the following questions (Any one) (10)
- A. What is audience and locale in presentation?
 - B. Write down the tips to make your presentation effective.
- Que-3(B) Answer the following questions (Any one) (10)
- A. What is the use of audio visual aids in the presentation?
 - B. What is the use of body Language while presentation?
- Que-4(A) Answer the following questions (Any one) (10)
- A. Draft a letter of complaint about unhygienic atmosphere in the college.
 - B. Draft a suitable reply on behalf of a principal regarding unhygienic atmosphere in the college.
- Que-4(B) Answer the following (Any one) (10)
- A. Your customer has purchased computers worth Rs. 5 lacs and forgotten to pay a certain amount. Draft a courteous letter to give a reminder for collection of dues.
 - B. Write a letter of reminder to pay the dues within fortnight in order to avoid police actions.
