

B.Com. Semester - 4 (CBCS) Examination
July-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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- Q.1 Write short notes on any two of the following topics. (15)
1. The Horizontal Communication: Importance
 2. Upward Communication: Limitations
 3. Downward Communication
 4. Importance of Diagonal Communication
- Q.2 Write short notes on any two of the following topics. (15)
1. Advantages of Email
 2. Fax
 3. Cell Phone: Advantages and Disadvantages
 4. Functions of Video conferencing
- Q.3(A) Answer the following questions in detail. (Any one) (10)
1. What is body Language? How does it help in job interview?
 2. What preparation will you do before appearing for the interview?
- Q.3(B) Answer the Following questions in details (Any one) (10)
1. Write the qualities of a good presentation.
 2. What is a role of audio-visual aids in a presentation?
- Q.4(A) Write a letter. (any one) (10)
1. You have purchased five air conditioners from a company but after receiving it you have found that they are in a damaged condition. Write a complain letter to the dispatch manager.
 2. As a dispatch manager, write a suitable adjustment letter to the above complain to the customer.
- Q.4(B) Write a letter of collecting the dues. (Any One) (10)
1. Write a letter of reminder in the friendly and courteous tone to pay the 5 lacs dues that he has forgotten.
 2. Which are the things to keep in mind to write a letter to collect the dues without posing legal actions?
