



AAL-002-001406 Seat No. _____

B. Com. (Sem. IV) (CBCS) Examination

March / April - 2016

Business Communication : Paper - II

(New Course)

Faculty Code : 002
Subject Code : 001406

Time : $2\frac{1}{2}$ Hours] [Total Marks : 70

Instructions :

(1) Attempt all questions.
(2) Figures to the right indicate marks.

1 Choose the correct option and write in your answer book : 20

(1) The purpose of communication is to get a _____ response.

(A) bad (B) definite
(C) indefinite (D) poor

(2) _____ enables us to divide the content of the letter into logical units.

(A) setting (B) scaling
(C) paragraphing (D) para-sailing

(3) Sales letters are _____ in nature.

(A) perfect (B) persuasive
(C) weak (D) good

(4) Telephone is one of the most important forms of _____ communication.

(A) written (B) ugly
(C) oral (D) orally

2 Answer in detail : (any **three**) **15**

- (1) What do you mean by cultural barriers ?
- (2) How can barriers be overcomed ?
- (3) What is the importance of clearness in a business letter ?
- (4) Explain socio-psychological barriers.
- (5) What is the importance of courtesy in a business letter ?

3 Write short notes on any **three** of the following : **15**

- (1) Functions of mass media
- (2) E-mail
- (3) Your attitude
- (4) Outward appearance of a business letter
- (5) Essential qualities of a business letter.

4 Draft a letter of complaint regarding the receipt of defective goods. **10**

OR

4 Draft a suitable reply to a customer who has complained about damaged crockery items supplied. **10**

5 A customer has failed to pay the dues despite five reminders. **10**
Write a letter telling him to pay the outstanding amount within a fortnight to avoid strict legal action.

OR

5 Write a Sales letter on any one of the following products : **10**

- (1) Bathing soap
- (2) "Two-minutes noodles"
- (3) Washing machine.