



DE-002-001406

Seat No. _____

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

April / May – 2015

Core - Business Communication - II

Faculty Code : 002

Subject Code : 001406

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

- Instructions :** (i) Attempt all questions.
(ii) Figures on the right side indicate marks.
(iii) Question No. 1 is MCQ. It is to be written in the main answer book.

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

- (1) E-mail can be sent at time to ____ persons.
(A) many (B) two
(C) single (D) three
- (2) Fax is the short form of ____.
(A) fancy (B) facsimile
(C) faxy (D) fresh
- (3) To write a letter from reader's point of view suggest ____.
(A) reply (B) complaint
(C) you attitude (D) goodness
- (4) Shout ____ but whisper 'I'.
(A) 'we' (B) 'me'
(C) 'my' (D) 'you'
- (5) ____ letters are usually written in series.
(A) Inquiry (B) Collection
(C) Sales (D) Complaint

- (6) To minimize semantic barriers, we should use ____.
- (A) familiar words (B) difficult words
(C) technical words (D) only abbreviations
- (7) Claim letter can also be called ____.
- (A) Sales letter (B) Inquiry letter
(C) Complaint letter (D) Reply to inquiry letter
- (8) ____ is useful while filing a letter.
- (A) Type-writer (B) Pen
(C) Envelope (D) Margin
- (9) ____ means logical connection between different parts of a business letter.
- (A) Correctness (B) Courtesy
(C) Brevity (D) Coherence
- (10) 8 C's of a business letter means ____.
- (A) important qualities of a business letter
(B) courtesy
(C) correctness
(D) character
- (11) ____ is the systematic study of meaning.
- (A) Phonetics (B) Politics
(C) Sociology (D) Semantics
- (12) The name, the address and means of communication of the writer of the letter suggests ____.
- (A) paragraphs (B) margin
(C) letter head or heading (D) discourtesy
- (13) Baird invented ____ in 1920.
- (A) Radio (B) Mobile phone
(C) Wall clock (D) Television

- (14) _____ is used to speak at a distance.
(A) Television (B) Radio
(C) Telephone (D) Computer
- (15) The technology that combines oral and video communication is called _____.
(A) telephone talk
(B) computer programme
(C) video conferencing
(D) fax service
- (16) The full form of E-mail is _____.
(A) English mail (B) electronic mail
(C) easy mail (D) end mail
- (17) Radio was invented by _____.
(A) Marconi (B) Newton
(C) Plato (D) Baird
- (18) Poor retention is a _____ barrier.
(A) sender-oriented
(B) receiver-oriented
(C) social
(D) national
- (19) The word 'CHARACTER' of 8 Cs means _____.
(A) individuality (B) personality
(C) correctness (D) 'T' attitude
- (20) If the receiver has poor retention capacity, he should _____
(A) read a book
(B) write a letter
(C) read a letter
(D) note down the points

- 2** (a) Answer the following questions : (any **two**) **10**
- (1) Describe the barriers to effective communication system.
 - (2) Discuss the steps or solutions to overcome the barriers to communication.
 - (3) Explain in detail Semantic Barriers.
 - (4) Explain External or Mechanical Barriers.
- (b) Write short notes : (any **two**) **10**
- (1) You attitude
 - (2) Outward appearance of a business letter
 - (3) Essential qualities or 8 Cs of a business letter.
 - (4) Correctness and Courtesy in a business letter.
- 3** Write short notes : (any **two**) **10**
- (1) Fax
 - (2) E-mail
 - (3) Films and Television
 - (4) Video Conferencing
 - (5) Telephone and Internet.
- 4** Saurashtra Tea Traders complain that the parcels of tea received, contained a shortage of tea. **10**
Draft a tactful letter with a request to make suitable adjustment for this shortage of tea supplied.
- OR**
- 4** Draft a suitable reply - a letter of adjustment to a customer who has complained about damaged glassware articles supplied. **10**
- 5** A customer has failed to pay the dues despite five reminders. Write a letter informing him to make the payment of outstanding bill (dues) within a week to avoid strict legal action. **10**
- OR**
- 5** Write a Sales letter on any **one** of the following products : **10**
- (1) Washing Powder
 - (2) Talcum (Face) Powder
 - (3) Hair Oil.