



**NBA-002-001406**

Seat No. \_\_\_\_\_

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

**March / April – 2017**

**Business Communication - II**

*(New Course)*

**Faculty Code : 002**

**Subject Code : 001406**

Time : 2½ Hours]

[Total Marks : 70

**Instruction :** The digits on right side of question show marks.

- 1 Briefly answer the following questions : (any five) **15**
- (i) Explain briefly any three Receiver oriented barriers.
  - (ii) Discuss any three Sender oriented barriers.
  - (iii) Give any four solutions to overcome sender oriented barriers.
  - (iv) What are the eight essentials of a good business letter ? Discuss any two in detail.
  - (v) Discuss different aspects of the physical appearance of a business letter.
  - (vi) What is your attitude ? Explain in detail.
  - (vii) What are the modern forms of communication ? Explain any two in detail.
- 2 Write short notes on the following topics in 500 words : **20**  
(any two)
- (i) Semantic Barriers.
  - (ii) Email as a form of Communication.
  - (iii) Media of mass communication.
  - (iv) Advantages and disadvantages of fax.

- 3 (A) Write a letter of complaint regarding receipt of damaged goods. 9

**OR**

- (A) Write a letter of complaint regarding receipt of wrong goods.
- (B) Draft a letter of adjustment in response to complaint regarding late delivery of goods. 9

**OR**

- (B) Draft a letter of adjustment in response to a complaint regarding receipt of defective goods.

- 4 (A) Draft a letter of debt collection to debtor who carelessly avoid to settle your account. 9

**OR**

- (A) Draft a letter to remind to settle an outstanding bill in polite words.
- (B) Draft a letter of debt collection suggesting to facilitate the payment of outstanding amount in instalments. 8

**OR**

- (B) Draft a letter of collection requesting to settle the outstanding immediately to avoid legal action.

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