



MBB-002-001406 Seat No. _____

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

March / April - 2018

Business Communication - II

(Old Course)

Faculty Code : 002

Subject Code : 001406

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

[Total Marks : 70

Instructions :

- (1) All questions are **compulsory**.
- (2) Figures at the **right** indicate marks.

1 Answer any five questions in brief : **15**

- (1) How does noise create barrier in communication ?
- (2) Explain in detail language barriers.
- (3) Explain utilities of cellular phone.
- (4) Explain briefly any three sender-oriented barriers.
- (5) Discuss any three essential qualities of a good business letter.
- (6) What is the importance of correctness in a business letter ?
- (7) Is 'information overload' a barrier ? Why ?

2 Write short notes : (any two) **20**

- (1) E-mail
- (2) You Attitude
- (3) Outward Appearance of Business letters.
- (4) Technological Barriers.

- 3 (a) Dr. Rajit Yadav had placed an order for the supply of steel cupboards with Gujarat Furniture. But the consignment reached to him in a damaged condition. Draft a letter of complaint. 9

OR

- (a) On behalf of Dr. Mayur Wadhvaniya, write a letter complaining regarding misbehaviour of an employee at one of the counters, when he visited a Mega Mall at Surendranagar. 9
- (b) Draft a reply to complaint regarding late delivery of goods. 9

OR

- (b) Draft a suitable reply to a customer who has complained about inferior quality goods supplied. 9

- 4 (a) Draft a reminder letter in a tone of courtesy and friendliness to a debtor, who may have forgotten past dues worth rupees ten thousand of which the due date was March 11, 2018. 9

OR

- (a) M/s. Zala and Sons, Surendranagar have not settled their overdue account in spite of your repeated reminders. Make an appeal to their credit reputation and urge them to honour their obligation within ten days. 9
- (b) Write a letter to your customer who has neither settled his account nor given any reply to your reminders. Inquire sympathetically whether he is in any difficulty and suggest payment by instalments. 8

OR

- (b) A certain customer has failed to pay the dues despite five reminders. Write a letter informing him that if the dues are not paid within a week, you will be forced to take the unpleasant step of collecting it through a court of law. Be firm but not impolite. 8