



MBB-16080001040600

Seat No. _____

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

March / April - 2018

**Business Communication - II
(New Course)**

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

[Total Marks : 70

- Instructions :** (1) Attempt all questions.
(2) Figures to the right indicate marks.

1 Write short notes : (any **two**) **15**

- (1) Importance of upward communication
- (2) Limitations of downward communications
- (3) Horizontal communication
- (4) Diagonal communication

2 Write short notes : (any **two**) **15**

- (1) Advantages and disadvantages of E-mail
- (2) Advantages and disadvantages of Cell phones
- (3) Internet
- (4) Video conferencing

3 (a) Discuss qualities of good speech in presentation **10**

OR

(a) Discuss advantages of audio-visual aids in presentation. **10**

(b) Discuss the importance of body language in job interview. **10**

OR

(b) Discuss language as part of personality. **10**

- 4 (a) M/S Radhika Electricals, M.G.Road, Jamanagar, **10**
received consignment of Godrej refrigerator from Shrey
Electricals Distributors , Capital Complex, Ring Road,
Rajkot 2. Refrigerators are found damaged. Draft a
letter of complaint on behalf of M/S Radhika Electricals.

OR

Shrey Electricals Distributors, Capital Complex, Ring
'Road, Rajkot writes a letter to M/S Radhika Electricals,
M.G.Road, Jamanagar in reply to their complaint that
they had no intention of deceiving them and damaged
refrigerator is due to mishandling during transportation.
They state that the new refrigerators have been sent.

- (b) A customer has failed to pay the dues despite three **10**
reminders. Write a letter informing him to make the
outstanding payment of the bill within a week.

OR

Draft a letter from the debtor to the creditor requesting
the creditor to give extension of two weeks time limit
for the payment of bill.
