



PN-002-001406

Seat No. _____

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

September - 2020

Business Communication - II
(Old Course)

Faculty Code : 002

Subject Code : 001406

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

[Total Marks : 70

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

- 1 Answer in brief on any five of the following : **15**
- (1) Sender oriented barriers.
 - (2) Receiver oriented barriers.
 - (3) Language barriers.
 - (4) Defect in the channel.
 - (5) Clarify.
 - (6) Correctness
 - (7) Folding.
- 2 Write short notes in about 500 words on any two of the following : **20**
- (i) Outward appearance of a business letter.
 - (ii) Essentials of a good business letter.
 - (iii) TELEX.
 - (iv) FAX
- 3 (a) The T.V. set which you had ordered for your office from Messrs T.N. and Sons, Veraval has been delivered in a damaged condition. Complain to the supplier. **9**

OR

- (a) Complain to the Depot Manager against certain bus conductor for his misconduct with the passengers on Rajkot – Una route.

- (b) Draft a letter of adjustment in response to the complaint made in question 3(a) regarding the TV set. **9**

OR

- (b) As a builder of Shalimar Complex, Rajkot satisfy your customer by assuring him to provide basement parking space by the end of April 2020.

- 4 (a) Messrs D'Souza and Co. have not paid their bill for Rs. 75,000. Give them a soft reminder trying to get more business along with recovery. **9**

OR

- (a) On behalf of the Novelty Store, Surat ask your Nadiad based customer to settle an outstanding bill of 1 lakh since January 25, 2020.

- (b) Shivam Traders of Jamnagar were very fair in payment but have not done so this time. Ask them to clear 50% amount now and the rest in two instalment in case of financial crisis. **8**

OR

- (b) Messrs Blank and Sons owe you Rs. 5 lakhs and have been deaf to your reminders. Draft a suitable collection letter before knocking at the door of the court.
