



DAK-19080001040600 Seat No. _____

B. Com. (Sem. IV) (CBCS) (W.E.F.-2019) Examination

April - 2022

**Business Communication-2
(New Course)**

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

[Total Marks : **70**

Instructions : All the questions are compulsory.

- 1 (A) Answer in detail : (any **two**) **15**
- (1) Explain in detail the key features of a good presentation.
 - (2) Discuss qualities of good presentation.
 - (3) Write in detail about the various audio-visual tools and their benefits.
- (B) Write a short note : (any **one**) **5**
- (1) Cell Phone
 - (2) Video-conferencing
 - (3) E-mail
- 2 Answer any two of the following : **10**
- (1) Discuss various body language mistakes in a job interview.
 - (2) What is the role of language in personality?
 - (3) Discuss the factors to be taken into account while preparing for a job interview.
- 3 (A) On behalf of Rajiv Juice, Delhi write a letter to a **10**
- Farm Fresh India, an export firm of, Rajkot about the late delivery of placed order. Request them to initiate your order earliest.

OR

Write a letter of adjustment to your valuable customer who complained about the shortage in supply of fruits in the previous consignment ?

- (B) Write a letter to your customer who has not settled your account in spite of several reminders. Request him to pay their outstanding amount in equal instalments. **10**

OR

Draft a letter to Dayalji & Sons accepting their proposal for the settlement of their account by instalments.

- 4 (A) Write a sales letter to promote the sale of Ready to Eat product of your company. **10**

OR

Write a sales letter introducing a dish washer with the latest technology.

- (B) As a manager of J. K. Ind Ltd., Raipur, draft an individual report on the causes of frequent strikes by the workers and suggest some steps to improve the situation. **10**

OR

Draft an Individual report on behalf of Aman Fabrics Ltd., Rajkot on the damage done by fire accident in the factory and suggest some steps to avoid such accidents.
