



DAD-16080001040600 Seat No. _____

B. Com. (Sem. IV) (CBCS) (W.E.F.-2016) Examination

April – 2022

Business Communication - 2
(New Course)

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

[Total Marks : 70

Instructions :

- (1) Attempt any four questions.
- (2) All questions carry equal marks.
- (3) Figures to the right side indicate full marks of questions.

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| 1 | (A) Discuss downward communication and its limitations.
(B) Discuss methods, importance and limitation of upward communication. | 17.5 |
| 2 | Write short notes :
(A) Horizontal communication.
(B) Diagonal communication. | 17.5 |
| 3 | Explain in detail :
(A) Qualities of good presentation.
(B) Various Audio-Visual tools of presentation. | 17.5 |
| 4 | (A) Discuss qualities of good speech in presentation.
(B) Discuss when and how to use visual aids ? | 17.5 |
| 5 | Write short notes :
(A) Advantages and disadvantages of Email.
(B) Advantages and disadvantages of cell phone. | 17.5 |

- 6** (A) Discuss the significance of body language in job interview. **17.5**
(B) Discuss the role of personality in job interview.
- 7** Write the following letters : **17.5**
(A) Draft a letter to a customer warning him of a legal action if he failed to make payment of his dues within a week from the date of your letter.
(B) One of your customers has neither settled his account nor replied your reminders. Inquire sympathetically offering him installments and extension of time limit for the payment of outstanding amount.
- 8** Write the following letters : **17.5**
(A) Write a letter of complaint complaining about the misbehaviour of the staff.
(B) Write a letter of adjustment to your customer who has complained about the damaged consignment.
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