B. Com. (Sem. IV) (W.E.F. 2016) (CBCS) Examination
April - 2022
Business Communication - II

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) Explanation and Importance of Upward Communication.

(2) Explanation and Limitations of Horizontal Communication.

(3) Limitations of Downward Communication.

(4) Importance of Diagonal Communication.

2 Write Short Notes : (any **two**) **15**

(1) Function and Advantages of Fax.

(2) Introduction and Advantages of Email.

(3) Introduction and Advantages of Video-Conferencing.

(4) Introduction and Advantages of Cell phones.

3 (a) Explain qualities of a good speech in Presentation. **10**

OR

(a) Explain audio Visual aids in presentation

(b) Importance of body language in interview **10**

OR

(b) Discuss the importance of preparing for an interview.

4   (a)   On behalf of Mayur Electronics, near Town hall   **10**
Jamnagar, had placed an order for the supply of
refrigerators, Star Complex, Relief Road, Ahmedabad
but refrigerators are not working properly. They have
manufacturing defects. Draft a letter of complaint goods
for asking replacement or repairing properly.

OR

(a)   Star Complex, Relief Road, Ahmedabad writes a letter
to Mayur Electronics, near Town hall, Jamnagar in
reply to their complaint that was asked for replacement
or repairing properly.

(b)   Hema Enterprise, Jamnagar has not paid a bill on   **10**
the due date. They have not responded even after
receiving a notification of the overdue bill. On behalf
of Golden Alga, Ahmedabad, draft a reminder letter.

OR

(b)   Payment from Shital Traders, Rajkot has been overdue
for a long time. They have also not responded to
previous reminders of Satya stores, Amreli. Write a
reminder letter, threatening the legal action if the
account is not settled in a week.

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