



DAD-002-2014006

Seat No. _____

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

April – 2022

Business Communication - 2

(New Course)

Faculty Code : 002

Subject Code : 2014006

Time : 2½ 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.

- 1** Explain in detail : **17.5**
 - (A) Qualities of good presentation.
 - (B) When and how to use visual Aids ?
- 2** (A) Discuss the qualities of good speech in presentation. **17.5**
(B) Different Audio visual tools of presentation.
- 3** Write short notes : **17.5**
 - (A) Advantages and disadvantages of cell phone.
 - (B) Video conferencing.
- 4** (A) Discuss the significance of body language in job interview. **17.5**
(B) Discuss the role of personality in job interview.
- 5** Write the following letters : **17.5**
 - (A) Bhavani Traders has found that the consignment of tea supplied by Gujarat Tea Depot, Ahmedabad has shortage in it. Draft a letter of complaint on behalf of Bhavani Traders.
 - (B) Draft a letter as the manager of Everest Departmental store offering sincere apologies to Mr. Shivdas Menon who has complained about the misbehaviour of the staff.

- 6** Draft the following letters : **17.5**
- (A) A certain customer has failed to pay the dues despite your reminders and friendly offers. Write a letter informing him that if the dues are not paid within a week you will be forced to take legal action against him.
 - (B) In spite of receiving two reminders from Jalaram general store you have not made payment of their bills. Write a letter to your creditors requesting them for extension of time to settle the account.
- 7** Draft the following letters : **17.5**
- (A) Draft a sales letter to promote the sale of books on business communication.
 - (B) Draft a sales letter to promote the sale of electric circuit Breakers.
- 8** Draft the individual report on the following : **17.5**
- (A) Vishal enterprises Pvt. Ltd., Halvad have asked their secretary to report on the advisability of starting a mini ceramic plant at Morbi. Draft the secretary's report.
 - (B) As a secretary of Omega manufacturing company draft an individual report about the workers strike and recommendation to improve the situation.
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