



Seat No. _____

HM-16080001040600

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

April - 2023

English

(Business Communication-2) (Old Course)

Time : $2\frac{1}{2}$ Hours / Total Marks : **70**

Instructions :

- (1) The figures to the right side indicate full marks of the respective questions.
- (2) Attempt all questions.

1 Write short notes for the following (Any **Two**) : **15**

- (1) Types of communication.
- (2) Limitations of downward communication.
- (3) Importance of horizontal communication.
- (4) Upward communication.

2 Write short notes for the following (Any **Two**) : **15**

- (1) Functions and advantages of email.
- (2) Functions and advantages of fax.
- (3) Communication through video-conferencing.
- (4) Cell phones for communication.

3 (A) "These days audio-visual tools are considered very effective for presentation". - Explain. **10**

OR

Discuss qualities of good speech and good presentation.

(B) How would you prepare for an effective job interview ? **10**

OR

What is the importance of body language, attitude and personality for appearing in an interview ?

- 4 (A) Write a letter as from an auto-parts dealer who has received a consignment from manufacturer with a shortfall in goods. 10

OR

Write a letter as from the manufacturer of auto parts resolving a customer's complaint regarding shortfall in the goods received.

- (B) You, as a shopkeeper of grocery shop, have not received a customer's outstanding dues for the last three months. Soft-remind the customer regarding the same. 10

OR

Write a letter to your shop-keeper of grocery to allow him to settle your long due bill within the period of next one month.
