



Seat No. \_\_\_\_\_

**HM-19080001040600**  
**B. Com. (Sem.-IV) (CBCS)**  
**(W.E.F. 2019) Examination**  
**April - 2023**  
**Business Communication-2**  
*(New Course)*

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

Instruction : All questions are compulsory.

- 1 Answer any **Two** : **15**
- (1) Write a note on various audiovisual aids used in Presentation.
  - (2) Explain the qualities of good speech in Presentation.
  - (3) Discuss key elements of good Presentation.
  - (4) What are the advantages of audio-visual aids in Presentation.
- 2 (A) Short note (any **One**) : **5**
- (1) Advantages and Limitations of Cell phones.
  - (2) E-mail.
- (B) Answer in detail (any **One**) : **10**
- (1) Discuss the role of attitude in Job Interview.
  - (2) Explain in detail the importance of body language in Job Interview.
- 3 (A) On behalf of the manager of 'Swayam Builders' write a letter of complaint to 'Strong Cement' regarding late delivery of goods. **10**
- OR**
- Write a suitable reply to the above complaint.
- (B) On behalf of 'Strong Cement', draft a collection letter to 'Swayam Builders' reminding them to settle the overdue account. **10**
- OR**
- Even after several reminders 'Swayam Builders', have not paid the dues. On behalf of 'Strong Cement' ask them to pay the dues within ten days to avoid legal action.

- 4 (A) Write Sales letter (Any **One**) : **10**  
(1) Competitive Examination Coaching Centre.  
(2) Bicycle for the college going students.

- (B) As the Secretary of K.D. Jewellers Ltd., Rajkot, draft an **10**  
individual report on the inspection of your company's various  
branches situated in different cities.

**OR**

Prepare an individual report on the failure of the new machines  
in your factory.

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