



RJ-8556

Seat No. _____

First Year B. Com. Examination

April / May - 2016

Business Communication

Time : 3 Hours]

[Total Marks : 100

1 (a) Answer the following : (any two) 20

- (1) Explain the term 'Consensus'. – Discuss its role in Business Organization.
- (2) Discuss the merits and limitations of vertical channel of communication.
- (3) How do the personal opinions and prejudices of various individual act as a psychological barrier to effective communication ?
- (4) Explain the advantages and limitations of Email.

OR

(a) Write short notes on : (any two) 20

- (1) Communication Networks
- (2) Process of communication
- (3) Semantic Barriers to communication
- (4) Differentiate between Blog and Website.

2 (a) Explain the following Business Terms : (any five) 5

- (1) E and O.E.
- (2) F.O.B.
- (3) Bonded Ware-house.
- (4) Certificate of Origin
- (5) C.I.F.
- (6) Pilferage
- (7) Excise Duty.

(b) Briefly answer the following : (any one) 5

(1) Signature

(2) Semi indented form

(3) Folding of a business letter.

(c) Draft the following : (any one) 10

(1) You are interested in gift articles marketed by New Era Novelties. Write a letter of inquiry for trade terms and price-list.

(2) Messers Varma & Co. Writes a reply to an inquiry for the supply of crockery goods. Submit your quotation.

3 (a) Draft the following : (any one) 10

(1) M/s Ryan & Co. have placed an order for certain goods with Jim Traders which are not available in their ready stock. While thanking M/s. Ryan & Co. for their order suggest substitute for the same.

(2) A long standing customer has placed an unusually large order for stationery in the Company's office. Write a letter acknowledging the order and showing appreciation of his regular orders and prompt payments.

(b) Draft the following : (any one) 10

(1) Kumar Associates have observed a shortage of 12 pieces of wall-clocks from the consignment they received from Devam Electronics, Mumbai. Point out the shortage and ask for immediate refund.

(2) Draft a suitable reply to the complaint from Messers Das & Co. about the certain defect in the goods supplied to them.

- 4 (a) Draft you application for any one of the following requirements : 10
- (1) Young energetic fresh graduates required for Sales and Accounts work in our group of Companies. Apply to Lords Steel Industries, Das Chambers, Chennai.
 - (2) Canbank Financial Services Ltd. requires junior Personnel Candidates must be young with good communicative ability and marketing aptitude. Apply with full details.
- (b) Prepare your C.V. or Resume : (any one) 10
- (1) Wanted for a well-known business firm a Receptionist with ability to handle office work, good communicative skill and fluent in English.
 - (2) A fast growing finance company enjoying significant presence in Car Finance, Personal Finance and Corporate Finance Segment are looking for Co-ordinators. Graduates with atleast 1 year of experience in co-ordinating with various departments, agencies and individuals and having excellent communication skill may send their resume to - Esscom Marketing, 154-A, Court Road, Mumbai - 400021.
- 5 Write short - notes : (any two) 20
- (1) Miss Smith
 - (2) La Cachirra
 - (3) Pakhom
 - (4) Aunt Rachel.
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