

F.Y.B.Com (External)-2017-06+
Business Communication
Code-8556

Hrs:3:00

Marks:100

- Q-1 **Answer any TWO of the following:** (20)
1. Explain the process of communication with the help of the diagram.
 2. Write about Networks of Communication
 3. Socio-Psychological Barriers
 4. Merits & Demerits of Informal Communication.

OR

- Q-1 **Answer any TWO of the following:** (20)
1. Explain Verbal Communication.
 2. What is E-mail? Advantages & Disadvantages of E-mail.
 3. Explain Channels of communication.
 4. Explain Objectives of Downward Communication in brief.

- Q-2(a) **Explain any FIVE Business terms of the following:** (05)
- | | |
|-----------|--------------|
| 1.C.O.D | 4.V.A.T |
| 2.F.O.R | 5.Demurrage |
| 3.E&O.E | 6.Trade Mark |
| 7.Invoice | |

- Q-2(b) **Briefly answer any ONE:** (05)
- 1.Letterhead
 - 2.Importance of paper in appearance of business letters.
 - 3.Fully Block letter style

- Q-2(c) **Draft any ONE letter of the following:** (10)
1. As a manufacturer of plastic toys, Royal plastics, station road, Anand, have received a letter from Sunlight Toy House, Nicol road, Ahmedabad, inquiring about prices, terms of payment. Draft a reply.
 2. Neo Fashion Store, Bombay write a letter of inquiry to New Hosiery Works, Chennai asking for information regarding the prices, terms of payment the time taken for the delivery of fashionable dresses.

- Q-3(a) **Draft any ONE of the following:** (10)
1. Arvind Book Stall needs 1000 copies of Business Economics from Parekh Publications, Rajkot. Write a letter of placing an order.
 2. On behalf of the Sweet Fruit Supplier, Surat, write a letter complaining about rotten apples in a consignment supplied by Kashmir Apple House, Srinagar.

Q-3(b) **Draft any ONE of the following :** (10)

1. Write a letter to Nirma Salt Station, Mithapur, Dwarka cancelling an order for Salt because of late delivery of goods.
2. Write an adjustment letter to Raja Cloth Stores, Jamnagar, about their complaint of inferior quality bedsheets supplied by you.

Q-4(a) **Prepare any ONE of the following:** (10)

1. The Times of India, Ashram road, Ahmedabad offer an employment for college student part time job for assistant in H.R. Department having knowledge of English & communication skills. Write an application.
2. Write an application for the post of chief accountant in a multinational company.

Q-4(b) **Prepare any ONE of the following:** (10)

1. Prepare a C.V for the post of Marketing Manager to a private firm.
2. Prepare a Resume for the post of Office Secretary in Ambuja Cement factory.

Q-5 **Answer any TWO of the following:** (20)

1. Charactersketch of Rosemary Fell
2. The Postmaster
3. Rewrite the story "How much land dose a man need?" in your words.

*****THE END*****