

Examination Oct 2017
B.Com. Sem -II
Business Communication II
Paper No: B.Com – CC-204
Subject Code: -20260---

Time: 2:30 Hrs.

Marks: 70

Q: 1: Answer any TWO of the following:

[14]

- (i) What are the barriers to communication? How to overcome it?
- (ii) What is grapevine? How can it be used positively by the management?
- (iii) Write a note on merits and demerits of downward communication.
- (iv) Explain cross cultural barriers and its problems in communication.

Q: 2: Draft the following letters:

[14]

1. Draft a letter for placing an order and confirming a quotation for DELL Computers for Digital Language Lab. to be installed in your Institute.
2. Write a letter on behalf of an educational Institute to the stationery supplier cancelling the order due to delay in the delivery of required full-scale books and other stationery. Also point out that you have incurred considerable loss on account of their negligence.

OR

1. Draft a letter for placing an order and confirming a quotation for LENOVO Laptops in bulk for your newly set up business sector.
2. Write a letter on behalf of a school Principal to the Messrs. Shah & Shah cancelling the order due to delay in the delivery of required trophy and other gift articles ordered for the Annual function. Also point out that you have incurred considerable loss on account of their negligence.

Q: 3: Draft the following letters:

[14]

1. You have placed a big order for Shivam Western Outfits, Ahmedabad. The style, design and pattern of the garments supplied by them are totally different to the sample shown. Write a complain letter, stating that you will be compelled to cancel the contract if they do not replace them immediately.
2. Draft a reply for the above mentioned letter. (Adjustment Letter)

OR

1. You have placed a big order to Messrs. Mehta & Co. Mumbai for printing papers for your Institute. While receiving the consignment, you came to know that five of them are missing. Write a complaint letter informing them to send it immediately.
2. Draft a reply for the above mentioned letter. (Adjustment Letter)

Q: 4: (A) Draft your application letter for any ONE of the following requirements: [07]

1. A reputed Pharmaceutical Company is looking for an M.Pharm with 2/3 yrs of experience who should be young and dynamic person with good communication skills.
2. Ambuja Cement, Una is looking for young, dynamic and hardworking Sales Executive with 2/3 yrs. of experience and effective communication skills.

Q: 4: (B) Prepare your resume or CV for any ONE of the following: [07]

1. A well known educational Institute requires M.Com. Candidate for Marketing Manager with 2-3 yrs. of experience and good communication skills.
2. A renowned business world needs an accountant who should be commerce graduate with 1-2 yrs. of experience with computer based accounting.

Q: 5: Draft the following letters: (Any TWO) [14]

1. Write a letter to a retail store reminding them that they have neither settled their account nor replied to your earlier reminders. Make offers to take installment payments to help them to settle the account.
2. A credit customer, who was regular in making payments for three years, has begun to delay payments for the last one year, owing to difficulties in business. Write to him tactfully pointing out that in such circumstances, he should avoid commitments and stop buying on credit for some time.
3. Draft a letter to Messrs. Mishra & co, firmly requesting payment of a bill of Rs. 5, 00,000/- for goods bought some months ago. Make it clear that unless the bill is paid within a week, legal action might be the only solution

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