

Examination Nov.- 2017
B.Com. Sem -3
Business Communication – III
Paper No. BC– CC-304
Paper Code :–20655

Time: 2:30 hrs.

Marks: 70

Q. 1. Draft the following letters: (ANY TWO) [14]

1. *A customer has placed an order for good worth Rs, 5,00,000/- on credit for a credit period of 45 days, completing all the formalities for the same. Kindly write a letter on behalf of the supplier to his banker verifying the financial status of the customer.*
2. *Write a favourable reply on behalf of the banker regarding the financial status of the customer in the above question.*
3. *M/s. Viraj Sanitarywares Pvt. Ltd, Ahemdabad has received an unfavourable reply regarding M/s. Tarun Builders, Baroda, who have asked for supply worth Rs. 20,00,000/- of sanitary items for their new flat scheme for a credit period of 90 days. Draft a tactful reply refusing to grant the credit.*

Q. 2. Read the passage carefully and answer the questions: [14]

More than four and a half billion years ago, the first life on earth appeared not on land but in the oceans. The atmosphere was still thin, so there was not enough oxygen in the air to sustain life. Ultraviolet radiation which was dangerous to life-forms was also still very high. These problems did not affect life underwater.

Scientists think that shallow, warm pools at the edges of oceans would have been the ideal environment for the formation of chemicals that would eventually become the building blocks of life. The necessary chemical reactions would have been triggered by lightning or the shock waves of a meteorite impact.

The earliest life-forms were the very simple kinds: bacteria. It was another 2500 million years before complex life forms, types of seaweed, first appeared. Fossils of soft-bodied creatures, among them sea pens, jellyfish, worms and crab-like animals give evidence of life in its earliest forms.

Questions:

1. *Where did life first begin on the earth?*
2. *What were the barriers for life to perpetuate on earth?*
3. *What triggered the necessary chemical reactions for first life?*
4. *What were the first complex life forms?*
5. *Give a suitable title to the passage.*
6. **Give meanings of the following words:**
 - a. *Shallow*
 - b. *Building blocks*
 - c. *Life-forms*
 - d. *Ultraviolet radiations*

Q: 3(a) Draft the following press reports: (Any One) [07]

1. *Tsunami.*
2. *A terrible road accident*

Q: 3(a) Draft the following press releases: (Any One) [07]

1. *Opening of a new Car Showroom.*
2. *Merger of two leading companies.*

Q: 4: Write a detail note on the following: (ANY TWO) [14]

1. *Advantages and disadvantages of a group communication.*
2. *The responsibilities of a chairperson and participants in a meeting.*
3. *Preparation for a meeting.*

Q: 5: Write a detail note on the following: (ANY TWO) [14]

1. *Importance of listening and its process.*
2. *Qualities of a good listener*
3. *Guidelines for an effective listener.*
