

B.Com. Semester -4
Business Communication

March- April - 2015

Time : 2:30 hrs

code - 3351

Marks : 70

- 1.a) *What is the importance of body language in public speaking?* 07
- b) *Describe briefly the components of speech.* 07

OR

- 1.a) *Define audience analysis and its importance in Public speaking.* 07
- b) *What is the importance of voice modulation in Public speaking?* 07

- 2.a) *Define in short A-I-D-C-A pattern in sales letter.* 04
- b) *Write a sales letter to promote newly launched home theater Music system.* 10

OR

- 2.a) *How does a Sales letter act as an ambassador of business.* 04
- b) *Draft a sales letter to boost the sales of an LED T.V.* 10

- 3) *Write a report on behalf of the Secretary of Ashok Oxygen Pvt. Ltd. Mamsa to the board of Directors regarding the labour unrest at the plant.* 14

OR

- 3) Arihant Dehydraters Pvt. Ltd. appoint a sub-committee to report about a recent fire accident in their factory at Sihor. Draft the sub-committee report. 14**
- 4.a) Write a letter on behalf of manager issuing a memo to clerk asking for explanation for going on leave without permission. 07**
- b) Write a letter on behalf of a Chief Accounts Officer to a candidate to remain present for a personal interview for the post of junior accounts officer. 07**

OR

- 4.a) Write a letter of promotion on behalf of the Secretary of Vijay Mills Pvt. Ltd. to Assistant General Manager to the post of General Manager of the company. 07**
- b) You have got a good job offer with more perks and salary package. Write a letter of resignation to the Personnel Manager for the same. 07**
- 5.a) What are the characteristics of a good questionnaire. 04**
- b) Write a questionnaire to study the junk food eating habits in youngsters. 10**

OR

- 5.a) What are the do's and don'ts' that one should bear in mind while drafting a questionnaire. 04**
- b) Draft a questionnaire to study the educational, functional and organizational parameters of private coaching classes. 10**