

Code: 18050

**FY.B.C.A. EXAMINATION OCT— 2015**

**Sub: 101 BUSINESS COMMUNICATION**

**Time: 3 hours**

**Marks: 100**

**Instructions:**

- Q – 1 (a)** Discuss formal channel of communication **10**  
**(b)** Write a detailed note on non verbal communication **10**

**OR**

- Q – 1 (a)** Discuss any two types of barriers in communication **10**  
**(b)** Write a detailed note on Grapevine **10**  
**Q - 2 (a)** Explain the terms : Hypothecation ,F.O.B. **10**  
**(b)** Write a short note on lay out of a business letter. **10**

**OR**

- Q - 2 (a)** Sanket tapestry store ,19 ,C.G.Road, Ahmedabad wants to inquire to Nagpur Clothe Mill, 20,M.G.Road, New Delhi for some latest designs and shades in tapestry for their new store in town .Draft a letter of inquiry **10**  
**(b)** Draft a suitable reply for the above inquiry. **10**  
**Q – 3 (a)** What things should one keep in mind while drafting an order letter? **10**  
**(b)** Explain characteristics of a well drafted adjustment letter **10**

**OR**

- Q – 3 (a)** Saket Home Furnishing placed an order to Elegance Home Décor for 50 sets of printed cotton bed sheets .Draft a letter of complaint as in 10 sets colures of sheets are faded. **10**  
**(b)** Draft a letter offering a reasonable adjustment policy for the above letter. **10**

**Q - 4 (a)** Vision Computers is looking for a candidate who can work as a lab assistant on full time basis for their computer classes. Write an application for the suggested position. **10**

**(b)** Draft a resume for the position of hardware engineer. **10**

OR

**Q - 4 (a)** Draft a resume for the position of lab assistant in KC Mehta Institute of Computer Science. **10**

**(b)** Write a detailed note on features of an application letter. **10**

**Q - 5 (a)** Discuss the characteristics of Rosemary. **10**

**(b)** Discuss the story of "Postmaster".

OR

**Q - 5 (a)** Discuss the title of the story "The Mother" **10**

**(b)** Discuss the major theme of the story "How Much Land Does a Man Need?" **10**