

F.Y. B.C.A Examination Oct = 2017

Subject: Business Communication

Time: 3 hrs

Code = 8050

Marks: 100

Qu 1: Explain in detail importance of formal channel of communication for any organization.

20 marks

OR

Every communication has a specific purpose. – Explain some of the objectives of communication.

20 Marks

Qu 2: Explain in detail various forms of the business letters.

20 Marks

OR

Qu 2(A): Write short notes on any one:

10 Marks

1. Parts of business letter
2. Features of a letter of inquiry

(B) Explain the business terms given below:

10 Marks

1. Customs Duty
2. Excise Duty
3. C.O.D.
4. F.O.B
5. Freight

Qu 3: C.L. College of Computer science has ordered 500 computer tables from Décor Furniture, 23, Suraj Complex, Gole Market, New Delhi. They want the exact design shown in the catalogue and they require the order as early as possible. Draft an Order letter on behalf of the College. Also Draft a suitable reply.

20 Marks

OR

Qu 3: A customer has purchased a Personal Computer from Shah Electronics before a month. Meanwhile it was not working properly so the customer got it repaired from an unauthorized service store. Now he lodges a complain regarding changing his P.C. by a new one. Draft a letter on behalf of a customer and a suitable reply from the Shah Electronics.

20 Marks

Qu4: Nova classes has given an advertisement for the requirement of a lab assist. for their classes. Draft an application and a resume.

20 Marks

OR

Qu4: Explain in detail the importance of resume writing for applying for any job.

20 Marks

Qu5: Discuss the central theme of the story - A Cup of a tea.

20 Marks

OR

Qu5: Write short notes on any two:

20 Marks

- 1 The Character Sketch of Pakhom
- 2 the Character Sketch of Ratan
- 3 The Sufferings of Aunt Rachell