

Examination – March - 2015

F.Y.B.Com. Paper No. 03

Business Communication

Time: 3hrs.

code - 8078

Total Marks: 100

Q: 1: (A) Answer any TWO of the following:

[20]

- (i) Define Communication and explain the process of communication.
- (ii) Explain the networks of communication channel in an organization.
- (iii) What is Socio-psychological barrier? How to overcome it?

OR

Q: 1: (B) Write short note on any TWO of the following with examples:

- (i) Grapevine
- (ii) Semantic / Language barrier
- (iii) Differentiate between audio-conference & Video-conference

Q: 2: (A) Give the full form and explain in your words the given business terms: (Any Five)

[05]

1. C.W.O.
2. E. & O.E.
3. V.A.T.
4. Hypothecation
5. Trade Mark.
6. Demurrage
7. Power of Attorney

Q: 2: (B) Briefly answer any ONE of the following:

[05]

1. Letterhead
2. Indented Form
3. Signature

Q: 2: (C) Draft any ONE of the following letters:

[10]

- (a) Write a letter of solicited enquiry to Jain Furniture Mart, Ahmadabad, asking for the catalogues and price list along with discount offered to the libraries of educational institutions.

OR

- (b) Draft a reply for the above mentioned letter.

Q: 3: (A) Draft any ONE of the following letters:

[10]

1. Draft a letter for placing an order and confirming a quotation for CCTV camera to be installed in your organization.
2. Write a letter on behalf of M.K.Bhavnagar University to the stationery supplier cancelling the order due to delay in the delivery of Answer-sheets. Also point out that you have incurred considerable loss on account of their negligence.

Q: 3: (B) Draft any ONE of the following letters:

[10]

1. You have placed a big order for Western Outfits with Fashionable Women Garments, Rajkot. The style, design and pattern of the garments supplied by them is 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)

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

[10]

1. A reputed company of Hardware & Networking requires young and dynamic person with MCA, MSc. IT or B.E. IT/ computer.
2. Reliance Communication, Mumbai is looking for young, dynamic and hardworking Sales Executive with 3-4 yrs. of experience and effective communication skills.

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

[10]

1. Himalaya Publications, Delhi requires M.Com. candidate for Marketing Manager with 2-3 yrs. of experience and good communication skills.
2. An Import & Export House needs an accountant who should be commerce graduate with 1-2 yrs. of experience with computer based accounting.

Q: 5: Answer any TWO of the following:

[20]

1. In "A Cup of Tea", the author probes into the woman's heart – Discuss.
2. "The Mother" is a psychological study of a woman's suffering and isolation.
3. Draw a character sketch of Pakhom.