

**MAY - 2017**

**B.Com - Sem-2 - NEW**

**Business Communication**

**Code No- 20260**

**Time: 2:30hrs.**

**Marks: 70**

- Q-1 Write any TWO answers of the following. [14]
- 1 Explain merits & demerits of Horizontal Communication.
  - 2 What is Consensus ? Explain merits & demerits of consensus.
  - 3 Write about Socio-Psychological barriers.
  - 4 Objectives of Upward communication.
- Q-2(A) Draft any ONE letter of the following. [07]
- 1 As Manager of Bharat Provision Stores, 12, station road, Bhuleshwer, draft a letter ordering 50 tins of "Ideal Milk Food for babies" from Everyday Milk Ltd., 17, Nicol Road, Bombay.
  - 2 Ajanta Garments, M. G. Road, Surendranagar cancelled their order for readymade dresses, with Lovely Garments Ltd., Sant Tulsidas Road, Ludhiana, which was placed by mistake.
- Q-2(B) Draft any ONE letter of the following. [07]
- 1 You are unable to execute an order from M/S Sharma & Sons, Delhi for footwear by the due date. Write a letter expressing regret and reason for delay. Ask for 15 days of extension & request them to continue business relations in future.
  - 2 Modern Furnitures Ltd., express their regret being unable to supply the Folding chairs ordered by Das & Co.. Because the chairs are out of stock, offer substitutes.
- Q-3(A) Draft the letters of the following. [14]
- 1 Write a letter to J. Nagardas & Co., Calcutta, pointing out that Blankets supplied by them are inferior quality & requesting them to replace them.
  - 2 Draft an appropriate letter of adjustment to the above given complaints.
- OR
- Q-3(B) Draft the letters of the following. [14]
- 1 You have received a parcel of Crockery from Venus Ciramics Ltd., Than. Some of the Tea-sets have been found damaged. Draft a letter of complaint.
  - 2 Write a suitable letter to your customer who complaints of misbehavior of your salesman.
- Q-4(A) Write any ONE Application of the following. [07]
- 1 Star Bazar, Ahmedabad has been looking for smart undergraduates fluent in Gujarati, English & Hindi to work as part-time salesman & salesgirl. Submit an application based on your qualifications.
  - 2 Your uncle told you, there is a vacancy for Marketing Manager in Jack & Jill Toys Emporium, Maninagar, Ahmedabad. Draft a suitable application for the post giving full particulars about age, qualifications, experience etc.
- Q-4(B) Write any ONE of the following. [07]
- 1 Draft a C.V. for the post of Personnel Manager to Alpha manufacturing Co., Bombay with covering letter.
  - 2 Draft a Resume for the post Secretary for Moonlight Woolen Mills, Hydrabad.

Q-5

Draft any TWO letters of the following.

[14]

- 1 M/S Shukla & Sons, Lucknow , have not paid a balance of Rs. 25000 inspite of your repeated letters. Write letter to them if any reason for the delay in payment.
- 2 Messrs. Patel Bros., Nadiad, reminding one of their customer to settle account which was due six months ago.
- 3 Write a letter to a debtor who, despite your several reminders, has not cared to settle your account. Give a legal threat.

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