

17 SEP 2019

B. Com. Sem-II
Business Communication - II
Paper No. CC-204

Time: 2.30 Hrs

546 code- 20260

Total Marks : 70

- Q.1 (A) Explain merits and Demerits of formal and informal Communication. (07)
- OR**
- Q.1 (A) Define Socio-Psychological barriers. (07)
- Q.1 (B) Explain vertical Communication. (07)
- OR**
- Q.1 (B) How to overcome barriers to Communication. (07)
- Q.2 Give answer of the following: (Any Two) (14)
- (1) Define features of order letters.
 - (2) Shine Electronic Store ordered 50 Fans. Usha electronic company will execute the order completely draft a letter.
 - (3) Classmate stationary co. received orders of Notebooks. They want time of 15 days extra for production send a letter to Happy Book Store.
- Q.3 Give answer of the following: (Any Two) (14)
- (1) Explain characteristics of complaints and adjustment letters.
 - (2) Muskan Fashion Store received 15 packs of melted Lipsticks from Lakme' Cosmetics Co. Write a complaint letter on behalf of the buyer.
 - (3) A.B.Traders ordered 500 ltr groundnut oil at Rs.100/ltr. The bill shows the Price of Rs.120/ltr. Draft a letter of complaint on behalf of the buyer.
- Q.4 Draft a Job application with cover letter for the post of Finance Manager. (14)
- OR**
- Q.4 Draft a Job Application for the post of Production Engineer in Multy National Company/ (14)
- Q.5 (A) Explain collection series in detail. (07)
- OR**
- Q.5 (A) Sahil Clothes Store bought Jeans and Shirts on credit. They have not Paid outstanding amount. Style Clothes Company sends a statement Write a letter. (07)
- Q.5 (B) Define basics of collection letter. (07)
- OR**
- Q.5 (B) Bata Footwares Ltd. Sold shoes and boots to Rani Footwares, Bhavnagar. Rs.1,00,000/- have not been paid yet --- remind the buyer to pay the amount. (07)