

JUNE - 2015

S.Y. B.COM (EXTERNAL)

Paper No : 16 (14 Papers)

SUBJECT: BUSINESS COMMUNICATION- IV

code - 153202

Time: 3 Hours.

Total Marks: 100

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- 1.(a) Public speaking is both an art and science. Elaborate the importance of body language in public speaking. 10
- (b) Audience analysis is key to success in public speaking. Discuss. 10

OR

- 1.(a) Discuss briefly the various presentation styles of public speaking . 10
- (b) Explain the importance of visual aids in public speaking. 10
- 2.(a) A good sales letter follows A-I-D-C-A pattern. Write briefly about each component. 10
- (b) Draft a Sales Letter to promote a recently launched " CleanWash" washing machine. 10

OR

- 2.(a) How can a sales letter be an effective medium of affordable advertisement ? 10
- (b) Draft a sales letter on recently launched 'Zigma' brand mobile handset by a reputed electronics company. 10
- 3.(a) What is business report ? Write down the characteristics of a good report. 10
- 3.(b) Differentiate between individual report and committee report 10
- 3.(a) As a secretary of Azad Re-rolling Mills, Sihor write a report to the directors regarding starting of a new Oxygen plant at Sihor G.I.D.C. 10

OR

3. (a) Write a sub-committee report on starting a welfare center for workers of Arihant Spinning Mills, Surat. 10

4.(a) Write a letter of interview on behalf of the Chief Accountant Officer of Drashti Industries Pvt. Ltd., Mumbai to a candidate to remain present for personal interview for the post of junior cost accountant. 10

OR

4.(a) As a Personnel Manager of Anisha Compucare Pvt. Ltd., Pune, write a letter to the Assistant Sales Manager , congratulating him about his promotion to the post of Deputy Sales Manager of the company. 10

4.(b) Write a testimonial for an employee of your who is likely to get a job in his native town. 10

OR

4.(b) You have been selected as a Production manager in foundry. Write a letter of resignation to the HR manager of your present company quoting better prospects as reason for change. 10

5.(a) Questionnaire is a low cost method of acquiring feedback. Define the characteristics of a good questionnaire. 10

OR

5.(a) Write in detail about the structure of a questionnaire. 10

5.(b) Write a questionnaire to study the fast food(junk food) eating habits in youngsters. 10

OR

5.(b) Draft a questionnaire to study the educational, functional and organizational parameters of private coaching classes. 10

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