

**Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA-GOA
B.COM. CBCS (SEMESTER - III) EXAMINATION, OCTOBER 2019
BUSINESS COMMUNICATION**

Duration: 2 Hours

Marks: 80

Instructions:

- 1) All questions are compulsory, however internal choice is available.
- 2) Figures to the right indicate full marks.

Q.1. Answer **any four** of the following questions in not more than 100 words each: (4x4=16)

- a) What is a Memo?
- b) Can any information be asked for and obtained under the RTI Act?
- c) What is the purpose of a sales letter?
- d) What is a Representation?
- e) What is a Press Release?

Q.2. Write short notes on **any four** of the following in not more than 100 words each: (4x4=16)

- a) First Appeal
- b) The Exit Interview
- c) Statutory and Non- Statutory Reports
- d) A Firm Offer
- e) Conditional Orders

Q.3.a) Draft an application in reply to the following advertisement: "Wanted a Secretary for a company in Goa, should be able to handle office work and must be good at communication skills. Apply with bio-data to Box No.8596 -The Times of India-Panjim-Goa. (6)

Q.3. b) Write a letter of appointment to Shri.Vinay Sharma who had applied for the post of a Secretary in your company and was selected at the interview. (6)

OR

Q.3.c) As the Principal of a college draft a testimonial for an outstanding student who has passed the B.Com. examination. (6)

Q.3. d) What is an Interview? Why is there a need for a committee to conduct an interview? (6)

Q.4.a) Describe the procedure to be followed to obtain information under the RTI Act 2005. (6)

Q.4.b) You have worked for 15 years in a company. Now you wish to resign as you want to start your own business. Draft a letter of resignation to the company. (6)

OR

Q.4.c) Write a progress report on three officers of the share department of which you are in-charge. (6)

Q.4.d) Explain the following Business Terms used in Inquiry letters:
(1) Loco (2) Ex- Warehouse (3) Carriage Paid (4) C.W.O
(5) C.F (6) Ex- Stock (6)

contd...2/-

Q.5.a) Place an order with the Max Multi-Traders-Mumbai for six dinner sets. Specify the time within which delivery is expected and suggest a mode of payment. (6)

Q.5.b) On receiving your order of six dinner sets you find two of the dinner sets are in a damaged condition. Draft a letter of complaint to the Max Multi –Traders - Mumbai and ask for an immediate replacement. (6)

OR

Q.5.c) As a dealer in the electronic products in Goa write to Samsung World of Electronics - Mumbai, inviting their quotation for 20 Samsung mobiles of different varieties. (6)

Q.5.d) As a Manager draft a letter to Ms. Neha Gupta, your employee who is a Junior Accountant, and now has been promoted to the rank of a Senior Accountant in your company. (6)

Q.6.a) As a Secretary of Pearl Housing Society-Ponda. Draft a representation to the police department asking for protection from the robberies that are taking place in your area. (6)

Q.6.b) Draft a sales letter to promote the sale of **any one** of the following: (6)

- 1) A Smart TV
- 2) A Digital Camera
- 3) A Laptop

OR

Q.6.c) A clerk of the sales department of your company is careless and makes mistakes in his work. Draft a memo warning him of serious consequences. (6)

Q.6.d) Prepare a Press Release for **any one** of the following: (6)

- 1) Appointment of a new managing director for your company
- 2) New welfare scheme for workers of your company.

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