

Goa Vidyaprasarak Mandal's  
Gopal Govind Poy Raiturcar College Of Commerce And Economics  
Ponda-Goa

B.Com. (Semester-IV) Examination, April 2017

**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) How is a Resume drafted?
- b) What is meant by Information under the RTI Act?
- c) On what events are the press release based?
- d) How to write a letter of complaint?
- e) How are committee reports written?

Q.2. Write short notes on **any four** of the following in not more than 100 words each:

(4x4=16)

- a) The Grievance Interview
- b) Reference and Testimonials
- c) Purpose of sales letters in business
- d) Object of the Right to Information Act, 2005
- e) Short reports and long reports.

Q.3.a) Draft an application in reply to the following advertisement: "Wanted an Office Assistant with computer knowledge. Candidates must be good at communication skills. Apply with bio-data to Box No.2734 - The Times of India-Panjim-Goa.

(6)

b) How to conduct a job interview?

(6)

**OR**

Q.3.c) You are the principal of a college. Your name has been given by Shri. Sudesh Naik as a reference to M.S. Desai & Sons to whom he has applied for the post of cashier and confidential clerk. M.S.Desai and Sons have enquired about Sudesh Naik. Draft a helpful letter.

(6)

d) Draft a letter to Ms.Minal Patel informing her of her appointment as an officer at the IND Bank- Ponda.

(6)

Q.4.a) What information should the Second Appeal made to the Central Informational Commission contain?

(6)

b) As a Librarian of a college write a letter of inquiry to the Publisher of India Book House-Panaji inquiring if they could send you the latest catalogue and price list of text books prescribed by the Goa University.

(6)

**OR**

Q.4.c) What is the procedure to be followed to obtain information under the RTI Act?

(6)

d) You have an office in Margao and you want to renovate it. Write to a firm of interior decorators inviting their quotation for a complete renovation of your office. (6)

Q.5.a) The principal of your college has received several complaints about the College canteen .A committee of teachers with two members of the students Council has been formed to study the facts and give suggestions to improve the situation. Draft the committee's report. (6)

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

**OR**

Q.5.c) Place an order with the Marina Furniture - Wood-Lane – Mumbai, for 30 folding chairs. Specify the mode of transport and suggest a mode of payment. (6)

d) On receiving your order of 30 folding chairs you find that they are of inferior quality. Write a letter of complaint to Marina Furniture – Mumbai, and suggest for an immediate replacement. (6)

Q.6.a) Max Co .Ltd –Verna, does not provide its employees with good working facilities. As the secretary of the Workers' union draft a representation to the manager on behalf of the employees asking for good working facilities. (6)

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

- 1) A Laptop
- 2) A digital wrist watch
- 3) Paper shopping bags

**OR**

Q.6.c) How to draft a Representation? (6)

d) Prepare a press release for **any one** of the following: (6)

- 1) Retirement of a manager of your company
- 2) A VIP's visit to your new factory.

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