

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA-GOA
B.COM. (SEMESTER-IV) EXAMINATION, APRIL / MAY 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) When and why do you write letters of complaint?
- b) What is meant by Right to Information under the RTI Act 2005?
- c) Explain the basic technique of conducting an interview.
- d) On what events are the press release based?
- e) What is meant by 'solicited' and 'unsolicited' letters of inquiry?

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

- a) Exit Interview
- b) First appeal
- c) Drafting of a Representation
- d) A Firm offer
- e) Planning a sales letter

Q.3.a) Draft an application letter in reply to the following advertisement: (6)
"Wanted a good candidate for the post of an officer with computer knowledge and having good communication skills".

Apply with bio-data to Mohandas & Sons, 18th June Road-Panjim - Goa.

b) Write a letter of appointment to Shri. Deepak Naik who has been selected for the post of an Officer in your organization. (6)

OR

Q.3.c) How should a candidate prepare himself for an Interview? (6)

d) As the principal of a college, draft a testimonial for an outstanding student who has completed his B.Com. graduation in your college. (6)

Q.4.a) What information can be obtained and what information cannot be obtained under the RTI Act 2005 ? (6)

b) Draft a memo of warning to be issued to a clerk who frequently makes careless mistakes in his work . (6)

OR

Q.4.c) Write a letter of inquiry to Sujay Furniture Depot –Navi Mumbai, asking if they can supply 50 folding chairs. Ask for a price list and other literature. (6)

d) Draft a letter to Peter & Sons – M.G.Road – Panjim, asking for a quotation for installing electric lights in your new office in Ponda . (6)

P.T.O.

Q.5.a) A committee has been appointed to investigate the possibilities of starting a fruit canning factory in Goa. Submit the findings of the committee in the form of a report. (6)

b) Write a letter to Priyanka Dessai informing her that she has been promoted from an assistant manager to manager in your company. (6)

OR

Q.5.c) Place an order with Max & Company– Mumbai, for 20 Washing machines specify the mode of transport and suggest a mode of payment. (6)

d) On receiving your order of 20 Washing machines you find five of the Washing machines are in a damaged condition. Draft a letter of complaint to Max & Company – Mumbai, and suggest for an immediate replacement. (6)

Q.6.a) As the general secretary of the college, draft a representation to the college Principal asking for good hygienic canteen facilities for the students. (6)

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

- 1) A Laptop
- 2) A Water Filter
- 3) A Digital Watch

OR

Q.6.c) 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)

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

- 1) A Visit abroad by your Managing Director
- 2) Manufacture of new products of your company

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