

Pg 1 of 2
Goa Vidyaprasarak Mandal
Gopal Govind Poy Raiturcar College Of Commerce And Economics
Ponda Goa
B. Com. (Semester IV) Examination, April 2015
Business Communication

Duration: 2 hrs

Max 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 Report? Why is report writing essential to modern business ?
- b) What is meant by reprimand memo ?
- c) What is the object of the right to information act ?
- d) What is meant by solicited and unsolicited letters of inquiry ?
- e) How to write a letter of complaint ?

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

- a) Central Public Information officer
- b) Exit Interview
- c) Importance of Sales Letters in Business
- d) Drafting of a Representation
- e) Press Release

Q.3. a) Draft an application letter in reply to the following advertisement:

“Wanted Account Assistant with computer knowledge and Tally. Candidates can send their application with resume to Kajuwalla, Padmavati Tower, 18th June –Road, Panaji- Goa. (6)

- b) Write a letter to Shri Suresh Joshi informing him that he has been promoted from Junior Officer to Senior Officer in your company. (6)

OR

- c) How should a candidate prepare himself for an Interview ? (6)

- d) Write a letter of appointment to a candidate who had applied for the post of a manager in your company and has been selected at the interview. (6)

- Q.4. a) Write a letter of inquiry to the Samsung World of Electronics asking if they can supply 20 mobile sets of different varieties. Ask for a Pricelist and a Catalogue. (6)
- b) Place a large order with the Raincoat Manufacturing Co, for raincoats and umbrellas for the forthcoming rainy season .Specify the time within which delivery is expected and suggest a mode of payment . (6)

OR

- c) You have received your order of thirty folding chairs .You find that some of the chairs are of inferior quality. Draft a letter of complaint to the dealer and suggest a mode of adjustment. (6)
- d) Draft a sales letter to promote the sale of any one product: (6)
- i) A Laptop
 - ii) An automatic camera

- Q.5.a)Write a note on :(1)Appraisal Interviews and (2)Under Stress Interview. (6)
- b) As the proprietor of an air conditioned theatre write to a firm of interior decorators inviting their quotation for a complete renovation of the auditorium. (6)

OR

- c) What information should the appeal made to the central informational commission contain? And what documents it should be accompanied by ? (6)
- d) A clerk in your company is irresponsible towards his work. Draft a memo to be given to him. (6)

- Q.6.a) Write a progress report on three officers of the Share Department which you are in- charge of . (6)
- b) You have worked for 15 years in a company in Goa. Now you wish to resign, as you have been offered a better job opportunity in a company in Mumbai . Draft the letter of resignation. (6)

OR

- c) Your company does not provide you with proper canteen and transport facilities. Draft a Representation to the management on behalf of the employees asking for these facilities as you are the union leader. (6)

- d) Draft a recommendation letter for a senior officer in your company , who has given your name as reference in his application for the post of manager in another company. (6)
