

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

**B.Com. (Semester-III) Supplementary CBCS Examination, May/June 2018**

**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 should a letter of Appointment be drafted ?
- b) What is meant by Information under the RTI Act ?
- c) What is a Press Release ?
- d) How to reply to a letter of inquiry?
- 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) Interview for Reprimand
- b) First Appeal
- c) Conditional Order
- d) The Importance of Sales Letter in Business
- e) Drafting of a Representation

**Q.3.a) Draft an application in reply to the following advertisement: "Wanted a Marketing Executive with computer knowledge for a Multi National company based in Goa. Candidates must be good in English. Apply with bio-data to Box No.4985, The Times of India, Panjim-Goa.**

(6)

b) What are the contents of a Bio-data ?

(6)

**OR**

**P.T.O.**

Q.3.c) Explain the following business terms used in inquiry letters: (6)  
(1) C.W.O. (2) At Station. (3) Price current  
(4) F.O.R. (5) Loco (6) C.F.

d) Draft a letter to Shri Suraj Roy informing him of his appointment as an Accounts Assistant in your company. (6)

Q.4.a) How a Job Interview is conducted? (6)

b) Write a tactful letter of rejection to a candidate who had applied for the post of a manager in your company and was not selected at the interview? (6)

**OR**

Q.4.c) How has the Right to Information Act empowered the people of India? (6)

d) You have worked for 25 years in a company. Now you wish to resign on health grounds. Draft a letter of resignation to the company. (6)

Q.5.a) Write a Progress Report on one of your employee of your company who is under your charge. (6)

b) What are the different types of Interviews? Write a note on "Under Stress Interview". (6)

**OR**

Q.5.c) Place an order with Mark Furniture –Wood Lane –Mumbai for 50 dining tables and 50 chairs. Specify the mode of transport and suggest a mode of payment. (6)

d) On receiving your order of 50 dining tables and 50 chairs you find that the chairs are of inferior quality. Write a letter of complaint to Mark Furniture – Mumbai, and suggest for an immediate adjustment. (6)

**P.T.O.**

Q.6.a) As the General Secretary of your college draft a representation to the college Principal asking him for good canteen facilities for the students. (6)

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

- 1) A Television
- 2) A Laptop
- 3) A Water Filter

OR

Q.6.c) Draft a memo to be given to a clerk who frequently makes careless mistakes in his work. Give details of his mistakes and warn him not to repeat the same. (6)

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

- 1) Appointment of a New Managing Director
- 2) A VIP s visit to your new factory.

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