

**Goa Vidyaprasarak Mandal's**  
**GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND**  
**ECONOMICS, PONDA-GOA**  
**B.COM. (SEMESTER-III) CHOICE BASED CREDIT SYSTEM**  
**EXAMINATION, OCTOBER 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) When and why do you write letters of complaint?
- b) How has the RTI act empowered the people of India?
- c) On what events are the press release based?
- d) What is meant by letter of inquiry?
- e) What are the contents of a short report?

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

- a) The Appraisal Interview
- b) Central Public Information Officer
- c) The Trial Order
- d) Planning a Sales Letter
- e) Drafting of a Representation

Q.3.a) Draft an application in reply to the following advertisement: "Wanted an Office Assistant with computer knowledge. Candidates must be good in English. Apply with bio-data to Mohanlal & Sons, Padmavati Tower, 18<sup>th</sup> June Road-Panjim-Goa. (6)

b) Shri Sudesh Naik who is a Junior Officer in your company in Ponda, now he wishes to join a company in Panjim as he has been offered a post of Senior Officer. He has been a good employee in your company. Draft a helpful testimonial. (6)

**OR**

Q.3.c) Explain the following business terms used in inquiry letters: (6)

- (1) F.O.R. (2) C.F. (3) Price current (4) C.O.D.
- (5) Ex-stock (6) D.P.

d) Draft a letter to Tushar Gupta informing him of his appointment as an Office Assistant in your company. (6)

Q.4.a) How does a candidate prepare himself for an interview? (6)

b) Write a letter to Priya Deshpande informing her that she has been promoted from an Assistant Accountant to Senior Accountant in your company. (6)

**OR**

**P.T.O.**

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

d) 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)

Q.5.a) The principal of your college has received several complaints about the students poor attendance and bunking of lectures. A committee of teachers has been formed to study the facts and give suggestions and recommendations. Draft the committee's report. (6)

b) Draft a letter to D'Souza & Sons – M.G.Road –Panjim, asking for a quotation for installing electric lights in your office. (6)

**OR**

Q.5.c) Place an order with the Ideal Furniture –Wood Lane – Mapusa for 50 folding tables. Specify the mode of transport and suggest a mode of payment. (6)

d) On receiving your order of 50 folding tables you find that they are of inferior quality. Write a letter of complaint to Idea Furniture – Mapusa and suggest for an immediate adjustment. (6)

Q.6.a) As the union leader of the Blueberry Co. Ltd. Verna ,draft a representation to the management asking for good transport facilities for the workers. (6)

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

- 1) A Mobile Phone
- 2) A Laptop
- 3) A Water Filter

**OR**

Q.6.c) A clerk in your office often comes late to work and also asks for permission to leave early. His work has not been satisfactory. Draft a memo to be given to him. (6)

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

- 1) Manufacture of new products of your company
- 2) A VIP's visit to your new factory.

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