

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

B.Com. (Semester-IV) Supplementary Examination, May/June 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) Write a note on the sales aspect of letters of application.
- b) What is a press release?
- c) How to write a letter of inquiry?
- d) What is a progress report?
- e) How has the RTI Act empowered the people of India?

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

(4x4=16)

- a) Memo and memorandums.
- b) Appraisal interview.
- c) Drafting a sales letter.
- d) Statutory and non- statutory reports.
- e) The first appeal.

Q.3.a) You are a B.Com. graduate. Draft an application for the post of an Office Assistant in an organisation of your choice. (6)

b) How does a candidate prepare for an interview? (6)

OR

Q.3.c) Draft a tactful letter of rejection to a candidate who had applied for the post of a manager in your company and who has not been selected at the 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 is the procedure to be followed to obtain information under the RTI Act? (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

Q.4.c) Write a letter of inquiry to the wholesale cloth merchant asking if they can supply 500 readymade Tyrex shirts. Ask for a price list and other literature. (6)

d) Draft a reply as from the wholesale cloth merchant regretting their inability to supply Tyrex shirts. Make a substitute offer. (6)

Q.5.a) A committee of students has been formed to investigate the possibility of starting a stationery store in your college. As the General Secretary of the college, draft a report making favourable recommendations. (6)

b) Write a letter to Deepak Kapadia informing him that he has been promoted from Junior Officer to Senior Officer in your company. (6)

OR

Q.5.c) Place an order with the World of Computers– Mumbai, for 30 Laptops. Specify the mode of transport and suggest a mode of payment. (6)

d) On receiving your order of 30 Laptops you find that some of the laptops are of inferior quality. Write a letter of complaint to the World of Computers - Mumbai, and suggest for an immediate replacement. (6)

Q.6.a) As the secretary of the Workers union of the Gluco Co.Ltd. Draft a Representation to the management asking for essential benefits for the workers. (6)

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

- 1) A Mobile Phone
- 2) A Water Filter
- 3) Paper shopping bags

OR

Q.6.c) Draft a memo of warning to be given to a clerk who makes careless mistakes in his work. (6)

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

- 1) Retirement of a manager of your company
- 2) A New Welfare Scheme for workers of your company.

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