

Goa Vidyaprasarak Mandal's
Gopal Govind Poy Raiturcar College Of Commerce And Economics
Ponda-Goa
B.COM. (SEMESTER-IV) SUPPLEMENTARY 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) What is a follow-up letter ?
- b) What is meant by Right to Information under the RTI act 2005 ?
- c) How to write a letter of inquiry?
- d) On what events are the press release based ?
- e) What is meant by statutory and non-statutory reports ?

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

- a) Grievance Interview
- b) Second appeal
- c) Drafting of a Representation
- d) A substitute offer
- e) Purpose of a sales letter

Q.3.a) Draft an application letter in reply to the following advertisement: (6)

Wanted Office Assistant with computer knowledge and having good communication skills. Candidates can send their application with Bio-data to Rajdeep Pvt. Ltd. Panjim - Goa.

b) Write a letter of appointment to Shri Mahesh Gaonkar who has been selected for the post of an Office Assistant in your organization. (6)

OR

Q.3.c) What are the drawbacks of Interviewing as a means of communication? (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 documents should the appeal made to the Central Informational Commission be accompanied by? (6)

b) Write a letter to an employee terminating his services on account of his poor quality of work. (6)

OR

P.T.O.

Q.4.c) Write a letter of inquiry to the Wholesale Cloth Merchant –Mumbai 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 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 Pradeep Sharma informing him that he has been promoted from an assistant manager to manager in your company. (6)

OR

Q.5.c) Place an order with Pushpak & Company– Mumbai, for 30 Water Filters. Specify the mode of transport and suggest a mode of payment. (6)

d) On receiving your order of 30 Water Filters you find some of the Water Filters are in a damaged condition. Draft a letter of complaint to Pushpak & 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 Mobile Phone
- 2) A Laptop
- 3) Cloth shopping bags

OR

Q.6.c) A clerk in your office often reports 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) A Visit abroad by your Managing Director
- 2) A New Welfare Scheme for workers of your company.

XXXXXXXXXXXXXXXXXXXX