

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS
PONDA – GOA
B. COM. (SEMESTER-IV) SUPPLEMENTARY EXAMINATION,
MAY/ JUNE 2016
BUSINESS COMMUNICATION

Duration: 2 hrs

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) Why is an exit interview conducted?
- b) What is the object of the right to information act?
- c) What is meant by solicited and unsolicited letters of inquiry?
- d) How to write a Press Release?
- e) What points should be specified while placing an order?

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

- a) Interview Techniques
- b) Kinds of Reports
- c) A Substitute offer
- d) Second Appeal
- e) A Sales Letter

Q.3.a) Draft an application in reply to the following advertisement: “Wanted an office assistant for a Commerce center in Ponda. Must be good at communication skills. Preference will be given to candidates having previous experience. Apply with bio-data to Box No.54987-The Navhind Times – Panaji - Goa. (6)

b) Write a letter of appointment to Shri. Prakash Naik who has been selected for the post of an office assistant in your company. (6)

OR

Q.3.c) How does a candidate prepare himself for a job interview? (6)

d) Draft a memo of warning to be issued to a clerk who frequently makes mistakes in his work. (6)

Q.4.a) Write a note on Suo Motu Disclosure. (6)

b) As the principal of a college draft a testimonial for an outstanding student who has passed the B.Com. examination in 2015-2016. (6)

OR

Q.4.c) What is the difference between a testimonial and a letter of reference. (6)

d) You have worked for 20 years in a company in Ponda as an assistant manager. Now you wish to resign as you have been offered a manager's post in a company in Panaji. Draft the letter of resignation. (6)

Q.5 .a) Write a letter of inquiry to the Wholesale Cloth Merchant asking if they can supply 500 readymade Tyrex Shirts. Ask for a catalogue and other details. (6)

b) Draft a reply as from the Wholesale Merchant regretting their inability to supply Tyrex Shirts. Make a substitute offer. (6)

OR

contd...2/-

- Q.5.c) Place an order with the Washwell Co. Ltd. Mumbai, for 10 Washing Machines. Specify the time within which delivery is expected and suggest a mode of payment. (6)
- d) Write a letter to Glass Manufacturing Factory – Mumbai, complaining that they have supplied inferior quality goods. Suggest an immediate compensation. (6)

- Q.6.a) Write a progress report on three officers of the Share Department of which you are in-charge. (6)
- b) Draft a sales letter to promote the sale of any one of the following: (6)
- 1) A Laptop
 - 2) A Digital Watch

OR

- Q.6.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) Prepare a press release for one of the following: (6)
- 1) New welfare scheme for workers of your company.
 - 2) The starting of a recreation center for employees
