



PN-16080001040600

Seat No. _____

B. Com. (Sem. IV) (CBCS) Examination

September - 2020

Business Communication - II
(New Course)

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

- Instructions :** (1) All the questions are compulsory.
(2) Figures to the right indicate marks.

- 1** Write short notes : (any two) **15**
- (1) Importance and Limitations of Upward Communication.
 - (2) Downward Communication – its meaning and limitations.
 - (3) Diagonal Communication.
 - (4) Horizontal/Lateral Communication.
- 2** Write short notes : (any two) **15**
- (1) Discuss in detail the advantages and disadvantages of Cell Phones.
 - (2) Fax – its advantages and disadvantages.
 - (3) Advantages and disadvantages of E-mail.
 - (4) Video conferencing.
- 3** (a) Discuss in detail the key elements of a good presentation. **10**

OR

- (a) Explain various audio-visual aids in presentation. **10**
- (b) Describe in detail the steps for the preparation of job interview. **10**

OR

- (b) Discuss the importance of body language in job interview.

- 4 (a) Write a letter on behalf of V.K. Industries Ltd. 10
Rajkot complaining about late delivery of goods to Aman
Industries Ltd. Surat.

OR

- (a) Draft a suitable reply letter on behalf of K.D. 10
Electronics, Mumbai to a customer who has complained
about a defective refrigerator supplied to him.
- (b) Write a debt collection letter on behalf of G.K. 10
Furniture Mart, Rajkot to Deluxe Furniture, Jamnagar
who has not responded to repeatedly sent reminders.
Inquire sympathetically if they are in financial crisis
and suggest them to pay their overdue account in five
instalments.

OR

- (b) J.K. Garments, Rajkot has not replied to any reminder 10
from Jay Garments Co., Mumbai. Write a suitable
collection letter on behalf of Jay Garments Co.
threatening J.K. Garments to take legal action if the
overdue account is not settled within a week.
