



**DM-002-001406**

Seat No. \_\_\_\_\_

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

**March-2022**

**Business Communication-II**

*(Old Course)*

**Faculty Code : 002**

**Subject Code : 001406**

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

[Total Marks : 70

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

**1** Answer any **five** questions in brief : **15**

- (1) How does noise create barrier in communication ?
- (2) Explain in detail Language Barriers.
- (3) Explain utilities of cellular phone.
- (4) Explain briefly any three sender-oriented Barriers.
- (5) Discuss any three essential qualities of a good business letter.
- (6) What is the importance of correctness in a business letter ?
- (7) Is 'information overload' a barrier ? Why ?

**2** Write short notes : (Any **Two**) **20**

- (1) E-mail
- (2) Your attitude
- (3) Brevity in business letter.
- (4) Technological barriers.

- 3** (A) Write a letter of complaint to Messrs. Shah & **09**  
Company about the watch lately bought from them does  
not keep good time.

**OR**

Write a letter of complaint to Parimal Publishers  
about the late delivery of books.

- 3** (B) Write a letter of adjustment in response to a **09**  
complaint regarding damaged furniture supplied.

**OR**

Write a letter of adjustment in response to a complaint  
regarding shortage in goods.

- 4** (A) Draft a letter to a customer regarding the delay **09**  
in payments of Rs.5000/- for purchased goods.

**OR**

Draft a letter to your customer who has not settled his  
account with you in spite of giving two reminders.

- (B) Draft a letter to the customer to settle his **08**  
outstanding amount on instalment basis.

**OR**

Draft a letter to a customer who has not paid your  
bill despite given several reminders. Make it clear to  
settle the outstanding to avoid legal action.

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