



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 goal business letter.
- (6) What is the important of correctness in a business letter ?
- (7) Is 'information overload' a barrier ? Why ?

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

- (1) E-mail
- (2) You 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 inspite 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 remainders. Make it clear to
settle the outstanding to avoid legal action.
