

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics Margao Goa  
S.Y.BCA, Sem IV, End Semester Examination, April 2017  
Technical Writing Skills

Duration: 2 Hours

Total Marks: 50

*Instructions:*

1. Figures to the right indicate maximum marks
2. All questions are compulsory

**I. Answer the following**

(5x2)

1. Briefly explain commercial jargon.
2. Committee reports.
3. Any four advantages of email.
4. Briefly explain the contents of a Memorandum.
5. Rewrite the following sentences to make them more effective:
  - a. We are glad to receive your communication of 20<sup>th</sup> ultimo in connection with the setting up of a new branch of our firm at Bicholim.
  - b. We must inform you that we have stopped selling our goods on credit because of the fact that several of our customers have given us a lot of trouble in the past in making payment of amounts due to us.

**II. Answer the following**

1. Explain the significance and contents of subscription and attention line in a business letter. (02)
2. Explain the significance of Acceptance letters. (03)
3. Explain Hanging paragraph and demi official layout of drafting letters. (05)

OR

3. Explain the four Cs of commercial correspondence.

**III. Answer the following**

1. Explain the contents of an Appointment letter. (02)
2. Draft only the body of a resignation letter on the grounds of migration. (03)
3. Draft an unsolicited application letter along with your CV. (05)

OR

3. Draft a cold testimonial to an inefficient employee.

**IV. Answer the following**

1. Any two advantages of Fax. (02)
2. Create a display advertisement for a new digital wrist watch. (03)
3. Draft a tender notice for the supply of college stationery for the exams. (05)

OR

3. Draft a press release on the release of a new book.

**V. Answer the following**

1. Explain laboratory report. (02)
2. Secondary sources of data collection. (03)
3. The college wants to organise a summer educational camp for the under privileged children. Draft the committees report along with recommendations to be submitted to the management. (05)

OR

3. Explain the components of 'front matter' of a report.