

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics Margao Goa  
S.Y.BCA, Sem IV, May/June Supplementary Examination 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**

(2x5)

1. Briefly explain the importance of report writing.
2. 'You Attitude' in a business letter.
3. Advantages of Fax Messages.
4. Briefly explain the difference between a Memorandum and show cause notice.
5. Rewrite the following sentences to make them more effective:
  - a. This is to inform you that after a careful on-the-spot survey I find no happy prospects of capturing the market here for our goods.
  - b. We hope you will be good enough to permit us to inform you that we are expecting new arrivals early next month and you may find in this lot the shirts of your choice.

**II. Answer the following**

1. Explain the significance and contents of the head address and reference number in a business letter. (02)
2. Language in a business letter. (03)
3. Explain indented layout and modified block layout of writing letters. (05)

**OR**

3. Explain the Cs of commercial correspondence.

**III. Answer the following**

1. Reference letter is a confidential letter. Explain. (02)
2. Explain the contents of a resignation letter. (03)
3. Draft a solicited application letter along with CV for the post of a software consultant, which had been advertised in a local daily. (05)

**OR**

3. Draft an Appointment letter for the recruitment of a new employee.

**IV. Answer the following**

1. Explain any four disadvantages of email. (02)
2. Create a display advertisement for the launch of a new power bank. (03)
3. Draft a Tender Notice for setting up of the stage for a mega national elocution competition in a college. (05)

**OR**

3. Draft an article for the press regarding the nuisance of trade hawkers on the beach.

**V. Answer the following**

1. Explain any two special reports. (02)
2. Primary sources of data collection. (03)
3. 'True Trading Co.' has been receiving complaints from customers regarding the quality of products and services rendered. A special sales committee has been formed to investigate and report with recommendations. Draft the report. (05)

**OR**

3. Draft a half yearly progress report for new recruits of your company.