

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
S.Y.B.COM SEM IV, SEMESTER END EXAMINATION, APRIL 2017
BUSINESS COMMUNICATION II (BUSINESS and PUBLIC COMMUNICATION)

Duration: 2 Hours

Maximum Marks: 80

Instructions:

Figures to the right indicate marks.
Start each question on a fresh page.
All questions are compulsory.

QI] Answer any four of the following.

[16 marks]

1. Who are Public Information Officers?
2. List four reasons why business reports are important.
3. List any four things that a candidate can do to create a favourable impression during a job interview.
4. What is a testimonial?
5. Why are sales letters written?
6. What is a petition?

QII] Answer any four of the following.

[16 marks]

1. What kind of information is exempted from the purview of the RTI Act?
2. List and briefly describe any four types of reports.
3. What are online job boards?
4. What is a memo?
5. Why are complaint letters written?
6. Why do companies draft press releases?

Q III] Answer any one of the following.

[12 Marks]

1. Draft a job application letter [cover letter] and create a biodata/resume for the advertisement listed below.
"Wanted: Art Director for CIBHS Ads. Graduate from Fine Arts College/Diploma in Animation and Graphic Design. Keen eye for visual details. Ability to conceptualize ways of building brand image. 5 yrs experience. Salary 800000 p.a."
2. Assume you are Deepa/Deepak Das. You worked as a Marketing Representative at Geeani Jems & Jewels for six years. You have decided to leave this job. Draft an appropriate resignation letter.

Q IV] Answer any one of the following.

[12 Marks]

1. Assume you are a social activist worried about the problem of water scarcity in your locality. Draft an appropriate RTI application and list at least 8 questions that will help you gain a better understanding about the issue.
2. Write a detailed note explaining how to request and acquire information under the RTI Act.

Q V] Answer any one of the following.

[12 Marks]

1. Assume you are Mr/Mrs Deshpande. Your child has recently undergone a lifesaving medical procedure. However, your health insurance provider has refused to fully reimburse you for this medical procedure. Draft a letter of complaint about this.
2. Assume you are the branch manager of East Finance Bank. Your bank office was recently partially damaged in a fire. Write a report to the Chairman of the Bank informing him of the causes of this fire and the damage caused. Also, suggest ways to prevent such incidents in the future.

QVI] Answer the following.

[6x2=12 Marks]

1. Draft a short memo reprimanding an employee for regularly reporting late to work.
2. Assume you work at a public relations firm. Your organization will conduct a conference for small entrepreneurs to create awareness about various online marketing techniques. Draft a short press release informing the general public about this.