

Vidya Vikas Mandal's
Shree Damodar College of Commerce and Economics Margao-Goa
S.Y.B.COM SEM IV, SEMESTER END EXAMINATION, APRIL 2019
BUSINESS COMMUNICATION II (Old course)

Duration: 2 hours

Marks: 80

Instructions:

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

Q1. A) Answer any four of the following.

(16 marks)

- a. What is the main aim of the Right to information Act (RTI)?
- b. What are the duties of the PIO?
- c. Explain the significance of the "Reference Number" in a business letter.
- d. Explain stress interviews.
- e. Explain the use of the "Subject Line" in a business letter.
- f. What are the major drawbacks of interviews?
- g. Draft a Warning Memo to be given to the secretary of a firm.

Q1. B) Answer any four of the following.

(16 marks)

- a. Explain the term "Information" with reference to the RTI Act of 2005.
- b. What disciplinary actions can be implemented for denying information under the RTI Act without providing a cause within 30 days of time?
- c. Explain the use of the "Confidential" Notification in a business letter.
- d. Explain the uses of Job Boards.
- e. Explain the sales aspects of the Job Application Letter.
- f. Write a short note on Individual Report.
- g. Draft a press release on the occasion celebrating 25 years of your organization.

Q2. Answer any one of the following.

(12 marks)

A) Draft an application along with a C.V for the following advertisement:

Wanted a software engineer for a Multinational company based in U.S.A. Candidates having a minimum of 3 years experience in computer hardware and software may apply to box no.345, the Free Press Vacancies Magazine- Mumbai.

B) Explain the four phases of conducting an interview.

Q3. Answer any one of the following :

(12 marks)

A) The Sport Accessories Shop, Margao, had ordered large quantities of sports material in the month of September. The goods, however, were delivered in January. As the proprietor of this shop, write a letter of Complaint to the wholesaler dealing with sports accessories asking him for a discount on delayed goods.

B) You are the sports coach for a junior sports club in your village/city. Write a letter of inquiry to a dealer of sports equipment asking an estimate cost of sports material required for your sports club.

Q4. Answer any one of the following:

(12 marks)

A) A newly built school is in need of infrastructure facilities. As the Principal draft a tender notice.

B) Draft a Sales Letter to promote the sale of a new electrical kitchen gadget.

Q5. Answer any one of the following:

(12 marks)

- A) A committee of professors has been appointed by the principal of a college to submit a report on the causes of poor attendance and indiscipline on the campus. Draft the committee's report providing findings and recommendations.

- B) Draft a representation to the Panchayat/ Municipality on behalf of the villagers/residents, to address the issue of garbage disposed in the natural water bodies of your area causing health hazards due to water contamination. Recommend suggestions for improvement.