

**Vidya Vikas Mandal's**  
**Shree Damodar College of Commerce & Economics, Margao-Goa**  
**S.Y.B.COM SEM IV, May/June Supplementary Examination 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. According to the RTI Act, what is classified as information?
2. What are committee reports?
3. What is an exit interview? Why is it important?
4. What is an appointment letter?
5. List any four characteristics of an order letter?
6. What is a press release?

**QII] Answer any four of the following.**

**[16 marks]**

1. While filing an RTI, what are the various ways in which one can pay the required fee?
2. What is the difference between Statutory Reports and Non-Statutory Reports?
3. Briefly explain how a candidate can search for jobs online?
4. Why is it essential to send a 'notice of a meeting' in advance?
5. Why are inquiry letters written?
6. Why is a representation/petition usually filed?

**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: Automobile Designer to work for General AutoMotors. Mechanical Engineer with additional diploma in Automotive Design preferred. Ability to design car interiors with acute attention to detail required. 5 yrs experience. Salary 700000 p.a."
2. Assume you are Sanya/Sanjeev Rathor. You work in the Marketing Department of a Software Development Company. Your company has developed a software that aids in the creation of various business letters. Draft a sales letter to promote this software.

**Q IV] Answer any one of the following.**

**[12 Marks]**

1. Assume you live in a village. File an RTI application at the local Panchayat office seeking information about various development works undertaken in the village in the last 3 years. List at least 8 questions that will help you gain a better understanding about the issue.
2. Examine the advantages and disadvantages of the RTI Act.

**Q V] Answer any one of the following.**

**[12 Marks]**

1. Assume you are the librarian of Matruchaya Primary School. Write to a bookseller in your locality and place an order for books that will be beneficial to your students.
2. Assume you work as a Manager in a company that owns a popular chain of fast food restaurants all over Goa. Numerous complaints were made to the Head Office about the poor quality of service offered to customers at the company's Margao outlet. The proprietor had asked you to visit this restaurant and study the problem. Draft a report with appropriate findings and recommendations.

**QVI] Answer the following.**

**[6x2=12 Marks]**

1. Draft a short notice informing the members of the local Youth Club of the next General Body meeting.
2. Assume you work as journalist at a local newspaper. A local school has organised a week-long science exhibition. Draft a news report about this event.