

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao Goa
S.Y.B.Com Semester IV, Semester End Examination April 2018

BUSINESS COMMUNICATION

Duration: 2 hours

Marks: 80mks

Instructions: - **All main questions are compulsory.**

Figures on the right indicate full marks.

Q. I. Write an application letter and an accompanying C.V for **any one** of the following advertisements. **(15)**

- 1) You have read an advertisement in the Navhind Times from The District Library, Navelim, advertising for the post of a librarian. Write an application letter for the post mentioning your educational qualifications and attach your resume along with a reference note to the letter.
- 2) Venus Publication House is looking for an intern for the summer of 2018 to conduct their annual series of panel discussions consisting of eminent scientists. The series is titled "The Speaking Tree" series. Write an application letter and a resume to Venus Publishing House.

Q.II. Write a report on **any one** of the following topics in about 250 to 300 words. **(15)**

- 1) A committee of professors has been appointed by the Principal of a college to submit a report on the causes of poor attendance at lectures and tutorials. Draft the committee's report outlining the causes and also recommendations to improve the situation.
- 2) A committee has been formed to investigate the possibility of starting a book-stall and stationery store in your college. Draft the report of the committee making favourable recommendations.

Q. IIIA) answer **any one** of the following.

(04)

- 1) As the General Secretary of the student's council at your college, draft a notice to the students of your college requesting them to attend the college fun week, providing them with the required details.
- 2) You are the proprietor of Vikas Media House. Write a short testimonial for Mr Subhash Dalvi for the work he completed in your firm as a PR intern from January-June 2018.

Q IV) answer any four of the following questions.

(20)

- 1) Mention the kinds of information that one cannot ask a PIO under RTI.
- 2) Give an account of a citizen who filed an application under the RTI Act 2005 and brought about a change in society or uncovered a matter of significance to the society.
- 3) Write a short note on RTI Act 2005.
- 4) Write a short note on the Central Information Commission.
- 5) What is the duty of a PIO?
- 6) List the government bodies that are obligated to answer under the RTI Act 2005 and those that are exempted from providing information as well.

B) Answer any one of the following

(06)

- 1) Rupa publishing house is publishing a book by author and philosopher Daniel Mars, a biography of Stephen Hawking. The book contains some interesting insights into the life of the genius that was Hawking. Draft a Press Release to all leading newspapers to promote the launch of this much awaited book.
- 2) You are Mr. Satish Kumar Joshi, Sub-Editor at Daily News newspaper firm. Write a resignation letter to intimate the company about your resignation and your subsequent acceptance of the post of Chief-Editor at The Goan Bhaskar newspaper firm.

Q V) Answer any one of the following.

(8)

- 1) At Genius Book Store, you have launched a scheme where interested people can donate a certain amount to the book store and the store, on behalf of them, will provide books to students and children who are in need of the books. Draft a sales letter to promote this scheme.
- 2) You are the head of stock supplies at Rubina Resorts, Goa. Write a letter to Dena Wholesalers, placing an order for grocery supplies, canned meat and fruit supplies and various juices for the month of March 2018.

Q. VI) Answer any one of the following

(12)

- 1) As a journalist at Navhind Times, you have been asked to cover a story on the status of the mining industry in Goa. Write a feature within 350 words on the same.
- 2) As a group of feminists working towards safeguarding the interests of women and other minorities, file a petition to your respective state government, demanding action against the rise in the number of rape and assault cases.