

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics
S.Y. B.Com, Semester IV, 1 MAY/JUNE SUPPLEMENTARY EXAMINATION 2018
Business Communication

Duration: 2 hours

Marks: 80

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)

A) Wanted a Features Writer for a new age lifestyle magazine, 'Allure', with distribution all over Goa. Candidates with experience in media and journalism will be preferred however a candidate with a passion for words will be welcome. The role will involve generating content by way of feature articles on health, fitness, fashion, food, travel etc. Candidate should be willing to travel on assignments if needed. Write in to Mr. Rahul Sharma, Editor In Charge of 'Allure' based in Panjim.

B) 'Paws and Tails' an animal shelter and vet services clinic based in Navelim, Goa, is looking for Volunteers to help out on weekends. The role will involve, assisting the veterinary doctor in check ups, grooming and bathing pets, feeding the animals in the shelter facility and walking the dogs. Timings on Saturdays and Sundays are from 7 to 10 am and 4-7 pm. If you are passionate about animals, write in to Ms. Remana Sheikh, Clinic In-charge.

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

A) Write a feasibility report for your company 'Xtreme Adventures Pvt Ltd' based in Mumbai, on the construction of an ice skating rink and other amusement park like facilities, in Goa. Address the report to Mr. Adam Mendes, CEO of the company detailing the findings of the special committee.

B) As the Secretary of 'Excelsior Co-operative Housing Society' Colva, you were given the task of writing a report detailing the findings of the special committee formed to investigate into the issue of non segregation of wet and dry waste generated by the society residents. Address the report to Ms. Kamini Pramod, Chairman of the Society.

Q. III A) Answer any one of the following.

(04)

- 1) You are the Gina D'silva, Vice President of 'Radio Nation' a radio station based in Panjim. Draft a notice to the women employees of the company informing them about a mandatory self defence workshop being organised for them.
- 2) As the Security Officer of 'The Tree House' a boutique resort, you, Ms/Mr. Iyer have to draft a notice informing all employees of a fire safety drill to be conducted at the resort.

B) Answer any one of the following

(06)

- 1) As the Creative Director of the company 'Ikat' draft a letter of recommendation for a young intern who worked at your textile company for a year designing textile prints. He/she has a degree in Textile design and production from NIFT. She/he has applied to an international manufacturer of textiles 'Prints & Patterns' based in London, UK as Design Assistant.
- 2) Draft a testimonial for a Photographer who has recently worked on capturing your parent's Silver wedding anniversary celebrations.

Q. IV Answer any one of the following

(08)

- 1) Write a letter to Broadway bookstore Panjim, inquiring about the possibility of them sponsoring prizes for a literary competition being organised by your college. You are the student co-ordinator for the event.
- 2) Write a letter to 'Tasty Treats', an Ice cream dealership to place an order for 800 ice cream cones/cups/ sticks of different flavours to be supplied to your stall 'Cool Zone' at the 'Summer Fest' to be held at Campal grounds, Panjim. You would also need freezers and cool boxes for the same.

Q V) Answer any one of the following.

(12)

- A) Draft a representation letter to the PWD regarding the laying of underground cables in your locality, highlighting how the digging up of the road and the slow pace of work is creating difficulties for the residents. You are Mr. Santosh Dessai.
- B) Write an article for the newspaper on the issue of the 'Me Too' and 'Time's Up' movements.

Q VI) Answer any four the following questions.

(20)

- 1) Discuss a case study that has managed to use the RTI Act of 2005 to unearth a major scam/ fraud or social injustice, and thereby bring about change in legislation or bring about awareness.
- 2) What information are citizens entitled to under the RTI Act of 2005?
- 3) State the objectives of the RTI Act.
- 4) State some of the government bodies which do not come under the purview of the Right to Information Act. And briefly explain why and under what circumstances information cannot be made available to citizens.
- 5) Explain the obligation of all public authorities with regards to information under the RTI Act.
- 6) What is the procedure to be followed by citizens seeking information under the RTI Act.