

Shree Damodar College of Commerce and Economics, Margao-Goa
SYB.COM, SEM IV, SEMESTER END EXAMINATION, APRIL 2016

BUSINESS AND PUBLIC COMMUNICATION

Duration: 02 hrs

Marks: 80

Instructions:

- *All questions are compulsory*
- *Figures to the right indicate full marks*
- *Begin each question on a new page*

I. Answer any four of the following (16)

1. Explain the third stage of Collection letter.
2. Grievance interview
3. Explain Boilerplate
4. Structure of a long report
5. Explain Memorandum
6. Appellate authority

II. Answer any four of the following (16)

1. Explain 'information' in context of RTI
2. Importance of writing report
3. The various types of job boards
4. Contents of a testimonial
5. Significance of the last paragraph in Inquiry letter
6. Briefly explain Representation letter

III. a. Social relevance of RTI. (12)

OR

b. What are the duties of the state information commissioner? (12)

IV. a. The sales of your company show a drastic decline in the last three (12)

months. You are a member of a special committee formed to find out the reason/s for the decline. Draft your report along with recommendations to be submitted to the Managing Director.

OR

b. The carpet that you had ordered for your office does not match the samples (12)
that were shown to you. Draft a letter of complaint to the supplier.

- V. Draft an application letter in reply to any one of the following advertisement: (12)

JOB OPPORTUNITY FOR FRESH COMMERCE GRADUATES

DAZZLE GROUP OF COMPANIES require **FRESH COMMERCE GRADUATES** with +65% marks in accounting/cost accounting and maths/statistics for the position of **ASSISTANT ACCOUNTS** in Verna Industrial Estate.

SKILLS

*Proficient in MS Office (Excel)

*Good analytical and writing skills; Good Personality & Communication skills

AGE: 20-25 years

Interested candidates may apply to The HR Manager, DAZZLE GROUP OF COMPANIES, Margao, within 15 days with full CV and application letter.

OR

SAFF REQUIRED

Nestle branch located in Usgao, need the following qualified individuals for the following posts on immediate basis: **Assistant Manager-Administration/HR**

Education & Experience:

* B.Com/M.Com; 1-2 yrs. experience in similar field, outstanding freshers will be considered

* Age limit: 21-33 years

The position offers attractive financial and professional rewards for committed and honest individuals. If you have the required skills apply with full confidence by sending your detailed resume along with the application letter, within 15 days to The Personnel Manager, **Nestle**, Usgao.

- VI .a Your college had it's inter collegiate function. Draft a press release to be submitted (12)
to a local daily.

OR

- b. Draft an order letter for the equipment that you need for your company's (12)
Conference room.
