

	<p style="text-align: center;">Progressive Education Society's Modern College of Arts, Science & Commerce (Autonomous), Ganeshkhind, Pune – 411016</p> <p style="text-align: center;">End Semester Examination : April 2024 Faculty : Commerce</p>
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Semester: IV

Program : B.Com.

Class : S.Y.B.Com.

Name of the Course : Business Communication-2

Course Code : 23-COB244

Course Type: CC

Max. Marks: 50

No. of Pages : 2

Time: 2 Hours

Instructions to the candidate:

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*

Q1 Fill in the Blanks

Marks 10

- (a) Resume is enclosed with the letter. (Sales Letter, Application Letter, Complaint Letter)
- (b) Hanging Indent Form is to write business letters. (advisable, not used, always used)
- (c) Postscript is part of the business letter. (compulsory, popular, normally avoided)
- (d) Language used in Business Letter should be (Complicated, Ambiguous, Simple)
- (e) is the quality of a good Business Letter. (Completeness, Lengthy, Complexity)
- (f) is a business and employment focused social media platform. (LinkedIn, Twitter, Google Classroom)
- (g) is a free social networking website available in many languages. (Tik Tok, Snapchat, Facebook)
- (h) Social Network is considered the most popular for enhancing the business connections. (Orkut, LinkedIn, Ryze)
- (i) Letter is an official message sent to a customer informing about the balance due for previous transaction. (Circular, Complaint, Collection)
- (j) Character limit for text message is applicable to (WhatsApp, Twitter, Facebook)

Q2 Write Short Notes any 2

Marks 10

- (a) Qualities of a good business letter
- (b) Advantages of YouTube
- (c) Points to be considered while drafting Reply to enquiry Letter
- (d) Use of Google Doc and Google Sheet

Q3 Answer any 3 of the following

Marks 30

- (a) Draft a complaint letter on behalf of Manager, Shantanu Enterprises stating the reason of receiving shortage of goods to Active Industries.
- (b) Write a Job application letter to HR Manager, Infosys Ltd. for the post of Marketing Executive also draft a suitable Resume for the above position.
- (c) As a Purchase Manager of Reliance Industries, draft an enquiry letter addressed to Nirmitee Furniture for purchase of Computer Tables and Executive Chairs.
- (d) Explain the importance, contents and position of various parts of a Business Letter.
- (e) As a Librarian of Progressive Library draft an order letter addressed to Kitab Mahal Publication, New Delhi for purchase of following reference books... (1) Business Correspondence (2) Essentials of Business Communication (3) Managerial Communication (4) Advanced Accounting (5) Accounting Text and Cases.
