



Second Year B.Com.

COM24101 : Corporate Internal and External Correspondence
(Semester IV)

Program : BCom

Credits : 3

Program Specific : BCom

Time : 2 Hours

Course Type : Major

Max. Marks : 40

Instructions to the candidate:

- 1) *Question 1 is compulsory*
- 2) *Answer any THREE questions from Q 2 to Q 6.*
- 3) *Answer each question on a separate page.*

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Q 1 Fill in the blanks 10 X 1 Mark each = 10 Marks

- (a) is enclosed with the Application letter. (Bio-data, Quotation, Circular)
- (b) is the correct way of writing the date in the business letter.
(26th October 2024, 26/10/2024, 10/26/24)
- (c) The most modern style of letter is (Indented Form, Hanging Indent Form, Full Block form)
- (d) Postscript is part of the business letter. (normally avoided, most important, compulsory)
- (e) Language used in Letter writing should be (Complicated, Ambiguous, Simple)
- (f) can be used for online business meetings. (Twitter, LinkedIn, Zoom)
- (g) Letters are written to get more information about products or services to be purchased. (Sales, Enquiry, Order)
- (h) is the founder of Facebook. (Steve Jobs, Sundar Pichai, Mark Zuckerberg)

- (i) Social Network is considered the most popular for enhancing business connections. (Orkut, LinkedIn, Ryze)
- (j) An unsolicited inquiry is written (on buyer's own initiative, by a solicitor, to purchase goods on credit basis)

Solve any 3 questions from the following...

10 Marks each x 3 = 30

- Q 2** Explain the importance, contents and position of various parts of a Business Letter.
- Q 3** As a Purchase Manager of Advanced Technologies Ltd. draft an enquiry letter addressed to Classic Furniture House for purchase of Executive Chairs.
- Q 4** Explain the use of Email and Website in Business Communication, also explain the advantages and disadvantages of each.
- Q 5** Write a Job application letter to HR Manager, Modern Co. Ltd. for the post of Accounts Executive. Also draft a suitable Resume for the above position.
- Q 6** Draft a complaint letter on behalf of Manager, Sharad Industries stating the reason of receiving goods not as per the order to Picaso & Company.
