

IV Semester B.Com. Examination, May/June 2010
(Semester Scheme)
COMMERCE
Paper – 4.2 : Business Communication (Part – B)

Time : 1½ Hours

Max. Marks : 45

Instructions : 1) Use separate answer booklets.

2) Answers should be only in English.

SECTION – A

1. Answer question (a) **compulsorily** and **any seven** of the remaining questions about **four lines each**. (1+7×2=15)
- a) Mention any four elements in the process model of communication.
- b) What is informal communication ?
- c) What is salutation ?
- d) What do you mean by reference ?
- e) What is meant by interview ?
- f) What is a termination letter ?
- g) State any four purposes for issue of a memo.
- h) Mention the advantages of telex services.
- i) What is a charge sheet ?
- j) Expand ECRM and SEM.
- k) What is vedio-conferencing ?
- l) Mention any four services of ISDN.



SECTION – B

Answer **any three** questions from the following. **Each** question carries

10 marks.

(3×10=30)

2. As an applicant with B.Com. apply for a post of Accounts Supervisor in Galaxy Company, M.G. Road, Bangalore.
 3. Draft a letter of show cause notice to an employee for his gross misbehaviour.
 4. M/s Sapna Book Publishers Ltd., have taken on lease a spacious building at Koramangla, Bangalore – for stocking and exhibition of titles to meet the local needs. Draft a letter to uniform all the customers in Bangalore through circular.
 5. Draft a letter from M.K.Ltd., B.G. Road, Bangalore, to Mr. Raja Sait of Mysore about shares numbering 50 forfeited for non-payment of over due calls.
 6. On behalf of Kuberan Silk (P) Ltd., No. 86 P.S. Street, Chickpet, Bangalore, draft a letter to Universal Distributors, No.-10 Kishore Street, Anand Nagar, Mumbai, Maharashtra offering them the sole selling agency for their silk sarees for the State of Maharashtra. Clearly state the terms on which the agency being offered.
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