

D.C.T's S.S.DEMPO COLLEGE OF COMMERCE AND ECONOMICS

Cujira Educational Complex, Santa Cruz-Goa.

S.Y.B. Com Semester-IV Supplementary Exam June 2017

SUBJECT: BUSINESS COMMUNICATION

Duration: 2 hours

Instructions: 1. All questions are compulsory.

2. Figures to the right indicate full marks.

1. Answer of the following: (any 4)

Marks: 20

- i) What powers does the RTI Act provide to the citizen?
- ii) State two advantages and disadvantages of the RTI.
- iii) What is the difference between a reference letter and a testimonial?
- iv) Write a short note on how to conduct an interview.
- v) Write a short note on types of reports.
- vi) Write a short note on the appearance of a business letter.

2. A. Write a letter of application along with your CV in reply to the following advertisement.
Wanted: Chartered Accountant, RJ Corp Limited Panjim, Goa. Experience: 2-3 years. Key Skills: Accounting, Finance, Chartered Accountant, Variance Analysis. **Marks: 12**

OR

2. B. Draft a tender notice on behalf of the Agarwal Towers inviting contractors to quote for water-proofing, repairing, plumbing and other general maintenance work required. Give the last date for tenders, date of opening for tenders and other appropriate details **Marks: 12**

3. A. Write a report on the following: Your business is considering offering child-care and/or elder-care benefits to its employees. Assess the financial pros and cons of either type of benefit, and offer recommendations. **Marks: 12**

OR

3. B. Answer the following questions

Marks: 12

- i) Write a notice to your employees informing them of a seminar that will take place. (Include details of the seminar such as place, date and time) (6)
- ii) Write an open testimonial for an HR Manager. (6)

4. A. Answer the following questions

Marks: 12

- i) Write a letter to a company that deals in furniture requesting a quote to furnish your school. (6)
- ii) Write a circular letter announcing the change in location of your company headquarters.(6)

OR

4. B. On behalf of the residents of your locality, draft a representation to the Village Panchayat explaining the nuisance of dumping of garbage in your locality, and demand the establishment of a proper system for garbage collection.**Marks: 12**

5. A. Answer the following questions:

Marks: 12

- i) Draft a memorandum to your employees informing them of the project schedule with respect to designing the company logo. (6)
- ii) Write a letter ordering linen for your new shop. (6)

OR

5. B. Answer the following questions:

Marks: 12

- i) Write a letter of complaint to the Kadamba Transport Corporation expressing your disappointment and horror at the rash and negligent driving you experienced while travelling on one of its buses. (6)
- ii) You are an accountant at Nexus and need to quit your job for personal reasons. Write a resignation letter informing your company of these reasons. (6)

6. A. Answer the following questions:

Marks: 12

- i) Draft a sales letter promoting the use of billboards in advertising. (6)
- ii) Mrs. Kamat has inquired about the clay pots, the price list and quotations. Draft a reply making a firm offer for 15 days. (6)

OR

6. B. Answer the following questions:

Marks: 12

- i) Draft a press release announcing that your brand will be launching a winter wear collection soon. (6)
- ii) Write a letter of inquiry to a company dealing in water filters, requesting a quotation for installation of 5 water filters in your hospital. (6)