

100072

No. of Printed Pages : 2



GS-459

IV Semester B.Com. Examination, May/June 2019
(Repeaters) (Prior to 2013-14)

COMMERCE (Paper 4.2)

Business Communication (Part-B)

Time : 1½ Hours

Max. Marks : 50/45

- Instructions :**
1. Use separate answer booklets.
 2. Answers should be in English only.
 3. Section-C is compulsory for 2012-13 students only (50 Marks - 2012-13 only/45 Marks prior to 2012-13 students only)

SECTION- A

1. Answer question (a) **compulsorily** and **any seven** of the remaining questions in about **four** lines : **1+7x2=15**
- (a) What is meant by Interview letter ?
 - (b) What is internal Memo ?
 - (c) What is Public Notice ?
 - (d) What do you mean by letter of dismissal ?
 - (e) What is charge sheet ?
 - (f) What is meant by Oral Communication ?
 - (g) What is dividend Warrant ?
 - (h) What is Office Notes ?
 - (i) Give the meaning of Invitation.
 - (j) Mention any four elements in the process Model of Communication.

SECTION - B

Answer **any two** questions from the following. Each question carries **15** marks. **2x15=30**

2. Draft an application for the post of Accounts Manager in a Public Ltd. Company.
3. As a secretary of a company draft a circular to debenture holders regarding redemption of their debentures.

P.T.O.



4. Draft a office circular stating that opening of new branch with launching of New product.
5. A share holder seeks your advice pertaining to buying some more shares of your company. As a secretary of the company. Draft a suitable reply.

SECTION - C**(Compulsory for (2012-13) students only)**

Answer the following question. Carries 5 marks.

1x5=5

6. Write short notes on :
 - (a) E-Commerce
 - (b) Video Conferencing
 - (c) Desk-top Publishing

- o o o -