



SA – 760

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IV Semester B.Com. Examination, April/May 2015

(Semester Scheme) (Repeaters)

(Prior to 2013 – 14)

Commerce

Paper – 4.2 : (Part – B) : BUSINESS COMMUNICATION

(50 Mark – 2012 – 13 Only/ 45 Mark – Prior to 2012 – 13)

Time : 1½ Hours

Max. Marks :50/45

- Instructions :** 1) Use **separate** answer booklets.  
2) Answer should be **only in English**.  
3) Section '**C**' is compulsory for **2012 – 13** students only.

SECTION – A

1. Answer question a) **compulsorily** and **any seven** of the remaining questions in about **four** lines. (1+7×2 = 15)
- a) Expand WAN.
  - b) What is quotation ?
  - c) What is Letter of Termination ?
  - d) Mention the advantages of using E-mail.
  - e) What is meant by Interview ?
  - f) What do you mean by E-commerce ?
  - g) What is downward communication ?
  - h) State any four purposes for issue of a Memo.
  - i) What is salutation ?
  - j) What is a warning notice ?
  - k) What is meant by cellular phone ?
  - l) What is charge sheet ?

P.T.O.



SECTION – B

Answer **any two** questions from the following. **Each** question carries **15** marks.

**(2×15=30)**

2. Draft a show cause notice to an employee for his alleged embezzlement of cash.
3. Draft an office circular stating opening of a new branch with launching of new product.
4. Write short notes on :
  - a) Video conferencing
  - b) Word processing
  - c) W.W.W.
  - d) Internet
  - e) Online business.
5. As a Secretary of Hindustan Motors Limited , M.G. Road, Bangalore reply to a shareholder regarding declaration of dividend by the Company.

SECTION – C

**(Compulsory for (2012 – 13) Students Only)**

Answer the following question. Question carries **5** marks.

**(1×5=5)**

6. As an applicant with B.Com., apply for the post of Accounts Supervisor in Galaxy Company, M.G. Road, Bangalore.
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