

Total No. of Questions : 4]

SEAT No. :

**P2932**

[5801]-401

[Total No. of Pages : 2

**S.Y. B.Com.**

**241 : BUSINESS COMMUNICATION - II**

**(2019 Pattern) (Semester - IV)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

**Q1) A) Fill in the blanks. (any five)**

**[5]**

- i) The quality of a report is determined mainly by the accuracy of the \_\_\_\_\_.
  - a) Image
  - b) Page
  - c) Data
- ii) \_\_\_\_\_ platform is primarily used for professional networking and career development.
  - a) LinkedIn
  - b) Microsoft Excel
  - c) Microsoft Word
- iii) \_\_\_\_\_ is easily the leading platform for video sharing.
  - a) YouTube
  - b) Google Classroom
  - c) Google Sheet
- iv) \_\_\_\_\_ letter is written by the creditor to collect the dues from his debtor.
  - a) Sales
  - b) Purchase
  - c) Collection
- v) \_\_\_\_\_ allows the user to send a file with E-mail.
  - a) Attach file
  - b) Separate file
  - c) Disconnect file

**P.T.O.**

vi) Deleted E-mails are stored in \_\_\_\_\_.

- a) Inbox
- b) Trash
- c) Sent

B) Match the following:

[5]

Group 'A'

Group 'B'

- |                       |                    |
|-----------------------|--------------------|
| i) Press Report       | a) Inbox           |
| ii) Facebook          | b) Inferior Goods  |
| iii) Complaint Letter | c) Foreign Trade   |
| iv) Import Export     | d) Mark Zuckerberg |
| v) E-mail             | e) News Media      |

**Q2)** Write short notes. (any two)

[10]

- a) Formal Report
- b) WhatsApp
- c) Complaint Letter
- d) Blog

**Q3) a)** What is 'Report'? Explain in detail essential elements of report writing. [8]

b) What do you mean by 'Social Media Network'? Explain in detail about Twitter and YouTube. [7]

**Q4) a)** Write a reply to enquiry letter on behalf of 'Sai General Stores', Bajirao Road, Mumbai to the proprietor 'Star General Stores' Nashik Road, Nashik about the price and time of delivery of office stationery. [8]

b) What do you mean by 'Mail'? Explain various essential elements of mail. [7]

