

Total No. of Questions : 4]

SEAT No. :

PA-1803

[Total No. of Pages : 3

[5952]-401

S.Y. B.Com.

**241: BUSINESS COMMUNICATION - II
(2019 Pattern) (CBCS) (Semester - IV)**

Time : 2½ 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 :

[5]

- a) The success of every business development depends on _____ communication.
 - i) Effective
 - ii) Staff
 - iii) Manager

- b) _____ is the Written document in the form of message from one person to another within the same organization.
 - i) Office Memo
 - ii) Press Report
 - iii) Press Release

- c) _____ is an arrangement of connected computers all over the globe for exchange of data.
 - i) Internet
 - ii) Hard Disk
 - iii) Pen Drive

P.T.O.

- d) www stands for _____.
i) World Wide Web
ii) World Web Wide
iii) Web World Wide
- e) Deleted emails are stored in _____.
i) Inbox
ii) Trash
iii) Sent
- f) _____ letter is written to obtain information about business, Business Firm etc.
i) Status Enquiry
ii) Complaint
iii) Sales

B) Match the following : [5]

Group 'A'

- a) WhatsApp
b) Facebook
c) Circular Letter
d) Import Export
e) E-mail

Group 'B'

- i) Compose
ii) Pamphlet
iii) Foreign Trade
iv) Mark Zuckerberg
v) Launched in the year 2009 in India

Q2) Write short notes (Any 2) : [10]

- a) Informal Report.
b) Google Class Room.
c) Order Letter.
d) Blog.

- Q3)** a) What is 'Report'? Explain in detail significance of report. [8]
- b) What do you mean by 'Facebook'? Explain in detail various advantages and disadvantages of Facebook. [7]
- Q4)** a) Write a reply to enquiry letter on behalf of 'Pune traders', Bajirao Road, Pune to the proprietor 'Sai General Stores' Nashik Road, Nashik about the price and time of delivery of office Furniture. [8]
- b) What do you mean by 'Mail'? Explain various essential elements of mail. [7]

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