

Total No. of Questions : 4]

SEAT No. :

P1766

[Total No. of Pages : 2

[6032]-401

S.Y.B.Com.

**241 : BUSINESS COMMUNICATION - II
(2019 Pattern) (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 (Any 5)

- a) The report is always written in _____ manner. **[5]**
- i) Sequential
 - ii) Irregular
 - iii) Horizontal
- b) _____ report is an official report that contains detailed information to make business decisions.
- i) Formal
 - ii) Informal
 - iii) Press
- c) Leading platform for video sharing is _____
- i) YouTube
 - ii) Google Classroom
 - iii) Google Sheet
- d) Free online software that allows you to create surveys, quizzes and data collection purposes is _____
- i) Google form
 - ii) Microsoft Word
 - iii) Microsoft Excel
- e) A collection letter is associated with _____
- i) Debtors
 - ii) Creditor
 - iii) Company

P.T.O.

f) Blog is an example for _____

- i) Live Chat
- ii) Personal Broadcast
- iii) Live Broadcast

B) Match the following.

[5]

Group 'A'

Group 'B'

- | | |
|--------------------|------------------------------------|
| a) Inbox | i) Press Report |
| b) Enquiry Letter | ii) Request to collect information |
| c) Jan Koum | iii) Pamphlet |
| d) News Media | iv) E-mail |
| e) Circular Letter | v) WhatsApp |

Q2) Write Short Notes (Any 2)

[10]

- a) Formal Report
- b) Face book
- c) Collection Letter
- d) Blog

Q3) a) What is 'Report'? Explain in detail about structure of the Report. [8]

b) What is 'Social Media Network'? Explain in detail about 'YouTube' and 'Twitter'. [7]

Q4) a) Write an enquiry letter to M/s Shubhangi Furniture, Pune regarding requirement of office furniture. [8]

b) What is 'Mail'? Explain in detail 'essential elements of mail'. [7]

