

Total No. of Questions : 4]

SEAT No.:

P5860

[Total No. of Pages : 2

[6142]-301

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 indicates full marks.

Q1) A) Fill in the Blanks (Any 5) [5]

- a) The report is always written in \_\_\_\_\_ manner.
  - 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) \_\_\_\_\_ is popular cloud-based video conferencing tool.
  - i) Zoom App
  - ii) LinkedIn
  - iii) Twitter
- e) Complaint Letter should be called as \_\_\_\_\_ letter.
  - i) Claim
  - ii) Sales
  - iii) Inquiry

- f) An Internet is \_\_\_\_\_
- Programming Language
  - Network connecting computers all over the world
  - Computer Programme

B) Match the following. [5]

- | Group 'A'          | Group 'B'                          |
|--------------------|------------------------------------|
| a) Mark Zuckerberg | i) Circular Letter                 |
| b) Electronic Mail | ii) Request to collect information |
| c) Pamphlet        | iii) Facebook                      |
| d) Enquiry Letter  | iv) WhatsApp                       |
| e) Jan Koum        | v) Email                           |

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

- Credit and Status Enquiry Letter.
- Blog writing.
- Formal Report
- Face book.

- Q3) a) What do you mean by 'Report'? Explain in detail Essential elements of Report writing. [8]
- b) What do you mean by 'Social Media Network'? Explain in detail about 'Zoom App' and Google Class Room'. [7]

- Q4) a) Write an enquiry letter to M/s Shubhangi Furniture, Pune regarding requirement of office furniture. [8]
- d) What is 'Mail'? Explain in detail 'essential elements of mail'. [7]

