

Total No. of Questions : 4]

SEAT No. :

PB1320

[6224]-401

[Total No. of Pages : 3

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):

[5×1=5]

- a) _____ is a document issued by an employer to its employees.
 - i) Pamphlet
 - ii) Press Release
 - iii) Office order

- b) Students need _____ to join Google Classroom.
 - i) Password
 - ii) Teacher's email address
 - iii) Class Code

- c) _____ used to circulate any message to a huge number of audiences simultaneously.
 - i) Circular Letter
 - ii) Complaint Letter
 - iii) Sales Letter

- d) _____ is anything that's delivered to your mail box or post office box.
 - i) Google Form
 - ii) Microsoft Word
 - iii) Mail

P.T.O.

e) _____ is written for the purpose of asking for something from the recipient.

- i) Collection Letter
- ii) Sales Letter
- iii) Inquiry Letter

f) WWW stands for_____.

- i) World Wide Web
- ii) Word Web Wide
- iii) Web World Wide

B) Match the following:

[5×1=5]

Group 'A'

Group 'B'

- | | |
|--------------------|---|
| a) Import Export | i) Short document that is shared within an organization |
| b) LinkedIn | ii) Trash |
| c) Inquiry Letter | iii) To get detailed information about something |
| d) E-mail | iv) Social Media Network |
| e) Informal report | v) Foreign Trade |

Q2) Write Short Notes (Any 2)

[10]

- a) Formal Report
- b) YouTube
- c) Credit and Status Enquiry Letter
- d) Blog writing

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

b) Explain in detail about 'Facebook' and 'Google Classroom'. [7]

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

b) What is 'Mail'? Explain in detail about format of 'Mail'. [7]

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