

Total No. of Questions : 4]

SEAT No. :

PC1017

[6315]-201

[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 indicate full marks.

Q1) A) multiple choice questions. (Any 5) [5]

- a) _____ is document which provide details about project overall status and its performance.
 - i) Project Report
 - ii) Memo
 - iii) Office Order
- b) _____ is a free mobile messaging application, massively used for messaging and voice calls.
 - i) WhatsApp
 - ii) Twitter
 - iii) YouTube
- c) _____ is a formal complaint about any unsatisfactory product, service or situation.
 - i) Complaint Letter
 - ii) Sales Letter
 - iii) Order Letter

P.T.O.

- d) _____ is a frequently updated web page used for personal commentary or business content.
- i) Blog
 - ii) Google Sheet
 - iii) Google Classroom
- e) _____ is a formal letter written to confirm the list of items you would like to purchase.
- i) Order letter
 - ii) Sales letter
 - iii) Inquiry letter
- f) _____ is a social networking site that makes it easy for you to connect and share with family and friends online.
- i) Facebook
 - ii) Google Form
 - iii) Google Classroom

B) Match the following. [5]

Group 'A'

- a) Formal Report
- b) Cisco Webex meeting App
- c) Sales Letter
- d) E-mail
- e) Press Release

Group 'B'

- i) Piece of news send out to public
- ii) Inbox
- iii) Attract Potential Customer to your product of service
- iv) Online meeting & Team messaging
- v) Annual Report

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

- a) Office Memo
- b) Video conferencing
- c) Collection Letter
- d) Elements of Mail

Q3) a) What is 'Report'? State essential elements of Report Writing. [8]

b) What is Internet? Explain in detail advantages and disadvantages of internet. [7]

Q4) a) Write a complaint letter on behalf of 'Ram and Son, Bajirao Road, Pune to the Manager 'Nashik General Stores' G.M. Road, Nashik about the defects in products. [8]

b) Write the Meaning of 'Blog'? Explain in detail about how to write a Blog. [7]

