

Total No. of Questions : 4]

SEAT No. :

PD-908

[Total No. of Pages : 2

[6439]-101

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]**

- i) \_\_\_\_\_ is a document issued by an employer to its employees.
  - a) Pamphlet
  - b) Press Release
  - c) Office Order
- ii) Students need \_\_\_\_\_ to join Google Classroom.
  - a) Password
  - b) Teacher's email address
  - c) Class Code
- iii) \_\_\_\_\_ used to circulate any message to a huge number of audiences simultaneously.
  - a) Circular Letter
  - b) Complaint Letter
  - c) Sales Letter
- iv) \_\_\_\_\_ is a frequently updated web page used for personal commentary or business content.
  - a) Blog
  - b) Google Sheet
  - c) Google Classroom

**P.T.O.**

- v) \_\_\_\_\_ is a formal letter written to confirm the list of items you would like to purchase.
- Order letter
  - Sales letter
  - Inquiry letter
- vi) \_\_\_\_\_ is a social networking site that makes it easy for you to connect and share with family and friends online.
- Facebook
  - Google Form
  - Google Classroom

- B) Match the following : [5]
- | Group 'A'                   | Group 'B'   |
|-----------------------------|---|
| i) Formal Report            | a) Short document that is shared within an organization |
| ii) Cisco Webex Meeting App | b) Inbox  |
| iii) Inquiry Letter         | c) To get detailed information about something          |
| iv) E-mail                  | d) Online Meeting & Team Messaging                      |
| v) Informal report          | e) Annual Report  |

**Q2) Write Short Notes (Any 2) :** [10]

- Formal Report
- YouTube
- Collection Letter
- Elements of Mail

**Q3) a) What is 'Report'? State essential elements of Report Writing.** [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) Write the Meaning of 'Blog'? Explain in detail about how to write a Blog.** [7]

