Total No. of Questions : 4]

SEAT No. :

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[6534]-401

S.Y.B.Com. (SODL)

201-II : BUSINESS COMMUNICATION-II

(2019 Pattern) (CBCS) (Semester - IV)

Time : 3Hours] *[Max. Marks : 70*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to the right indicate full marks.***

Q1) A) Attempt the following. **[6×1=6]**

a) Which of the following is considered a type of Informal Report?

i) Formal Report ii) Project Report
iii) Proposal iv) Press Release

b) Which of the following is an example of recent trends in business communication?

i) Office Memo
ii) Import Export Correspondence
iii) Google Meet App
iv) Formal Report

c) What is a key element of report writing for a meeting?

i) Using only informal language
ii) Ignoring structure
iii) Introduction and essential elements
iv) Avoiding conclusions

d) Which of the following is a type of business letter used to gather product or service information?

i) Complaint Letter ii) Enquiry Letter
iii) Collection Letter iv) Circular Letter

e) What is an essential element of writing a formal email?

i) Using emoji's
ii) Informal greetings
iii) Proper subject and structure
iv) Personal opinions only

f) Which business letter is typically written when a payment is overdue?

i) Sales Letter ii) Order Letter
iii) Credit Enquiry iv) Collection Letter

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B) Answer any three of the following questions in short. **[3×2=6]**

a) What is report writing?

b) What are the essential elements of a formal report?

c) Name any two recent trends in business communication.

d) What is the meaning of a blog?

Q2) Answer any five of the following questions in short. **[5×4=20]**

a) Explain the significance of report writing in business communication.

b) Differentiate between informal reports and formal reports.

c) What are the essential elements of report writing for a meeting?

d) What are the recent trends in business communication?

e) Explain the types of business letters with their purpose.

f) What are the essential elements of a formal email?

Q3) Write notes on any three of the following. **[3×6=18]**

a) Explain the basic structure of a formal report.

b) What is import-export trade correspondence? Give any two examples.

c) What is video conferencing? Mention any two platforms used for it.

d) Explain the purpose and format of an order letter.

e) Write a note on the process of blog writing.

Q4) Attempt any two of the following questions. **[2×10=20]**

a) Explain in detail Enquiry Letters.

b) Explain the Social Media Network (Twitter, Face book, LinkedIn, You tube, WhatsApp)

c) Explain in details Office Memo.

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