

2014

(May)

COMMERCE

(General / Speciality)

Course : 201

(**Business Communication**)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. State whether the following statements are true or false : 1×4=4
- (a) Sales letters are part of publicity and advertisement campaign.
 - (b) Post-writing of a message involves two steps—editing and correction.
 - (c) In an analytical report, interpretation of data is followed by suggestions.

(2)

(d) A chronological ordering pattern is followed in listing educational qualifications and work experiences in a resumé.

2. Choose the correct alternative : 1×4=4

(a) In a request letter following direct approach — is stated first.

- (i) desired action
- (ii) reasons for desired action
- (iii) specific request for action

(b) In writing business messages, the maximum period of time should be spent on

- (i) writing the first draft
- (ii) collecting materials/data
- (iii) revising the final draft

(c) The skill of report writing can be acquired by

- (i) mastering the craft of writing
- (ii) learning the scientific process of investigation, analysis and presentation
- (iii) identifying the problem.

(3)

(d) A resumé appended to a job-application is

- (i) goal-oriented
- (ii) job-specific
- (iii) both goal-oriented and job-specific

3. Answer the following questions : 4×4=16

(a) What do you mean by AIDA in the context of sales letters?

(b) What are the essentials of a good business writing?

(c) Point out any four differences between a report and a proposal.

(d) What are the objectives of organising mock interviews?

4. (a) Why does the necessity of writing a collection letter arise? 4

(b) Imagine you are the Collection Manager of the Hindustan Times, New Delhi and write a letter to Jain Newspaper Agency, Guwahati, against which a bill for ₹ 15,780 has been pending for payment for two months. 7

Or

(c) In what respect does a memo differ from a letter? 4

(4)

(d) Assume you are the Divisional Manager of Life Insurance Corporation of India, Jorhat Division and draft a memo instructing all employees of your office to collect TDS Form-16 for the FY 2013-14 and file their Income Tax Returns for the AY 2014-15 latest by 31st July, 2014 to avoid penalty.

7

5. (a) "Writing business messages is a multi-stage process." Elucidate the statement by describing all the stages.

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Or

(b) What do you mean by editing a business message? Edit the following draft of a message :

4+7=11

Dear Sir

we have bought five Samsung Refrigerator Model KL 793 of 165 litres each for our office from your authorised agent assam electricals & electronics last May. After about a month all five Refrigerator stopping work. When this was brought to the notice of the dealer. He got them checked after several reminders and report that the compressors had burnt out beyond repairing. Since they carry a guarantee

(5)

of five years, we asked him to change the compressors. But to this day he has taken no action despite repeated reminders. your company enjoy a good reputation and we were surprised therefore when all compressors go out of order. Several of our sister concerns had given very good report about this model and this motivated us to go in for your product.

we believe you will be as promptly in getting the compressors replaced as you had been in supplying them through your local dealer.

I trust you would taken action quickly and inform us what do you propose to do. Copies of complain letters and cash memo are enclosed herewith.

Yours faithfully
office Manager

6. (a) What is report writing? Discuss the essential features of a good Report Writing.

4+7=11

Or

(b) As a fresh graduate in commerce, you desire to be self-employed by establishing a candle factory in your

(6)

town. You want to avail a loan under liberalised loan scheme of the State Government. Write a proposal to the District Industry Centre, Dibrugarh to approve you a loan of ₹ 1 lac only through State Bank of India, Duliajan Branch, Assam.

11

7. (a) What do you mean by a solicited letter of application?

4

(b) Wanted by Lupin India, Chandmari, Guwahati-3, a sales officer for their agrochemical products. Minimum qualification commerce graduate. Initial salary ₹ 20,000 p.m. Apply to the Managing Director stating full particulars of qualification and experience in the line within 15 days.

Draft an application in response to the above advertisement which was published in the Assam Tribune dated May 5, 2014.

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Or

(c) What are the purposes of appending a resumé to a job application?

4

(d) Draft a resumé (as a commerce graduate) which you may use to apply for the post of an accountant in a multinational company.

7

(7)

8. (a) Distinguish between individual and group presentations.

5

(b) What are the advantages of group discussions?

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Or

(c) Assess the importance of seminar in facilitating interactive communication.

5

(d) Write a note on the role of the coordinator in conducting a seminar.

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