



UN – 369

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III Semester B.Com. Examination, Nov./Dec. 2015
(Semester Scheme) (Prior to 2013-14) (Repeaters)
COMMERCE

Part – B : Business Communication
(50 : 2012-13 only, 45 : Prior to 2012-13)

Time : 1½ Hours

Max. Marks : 45/50

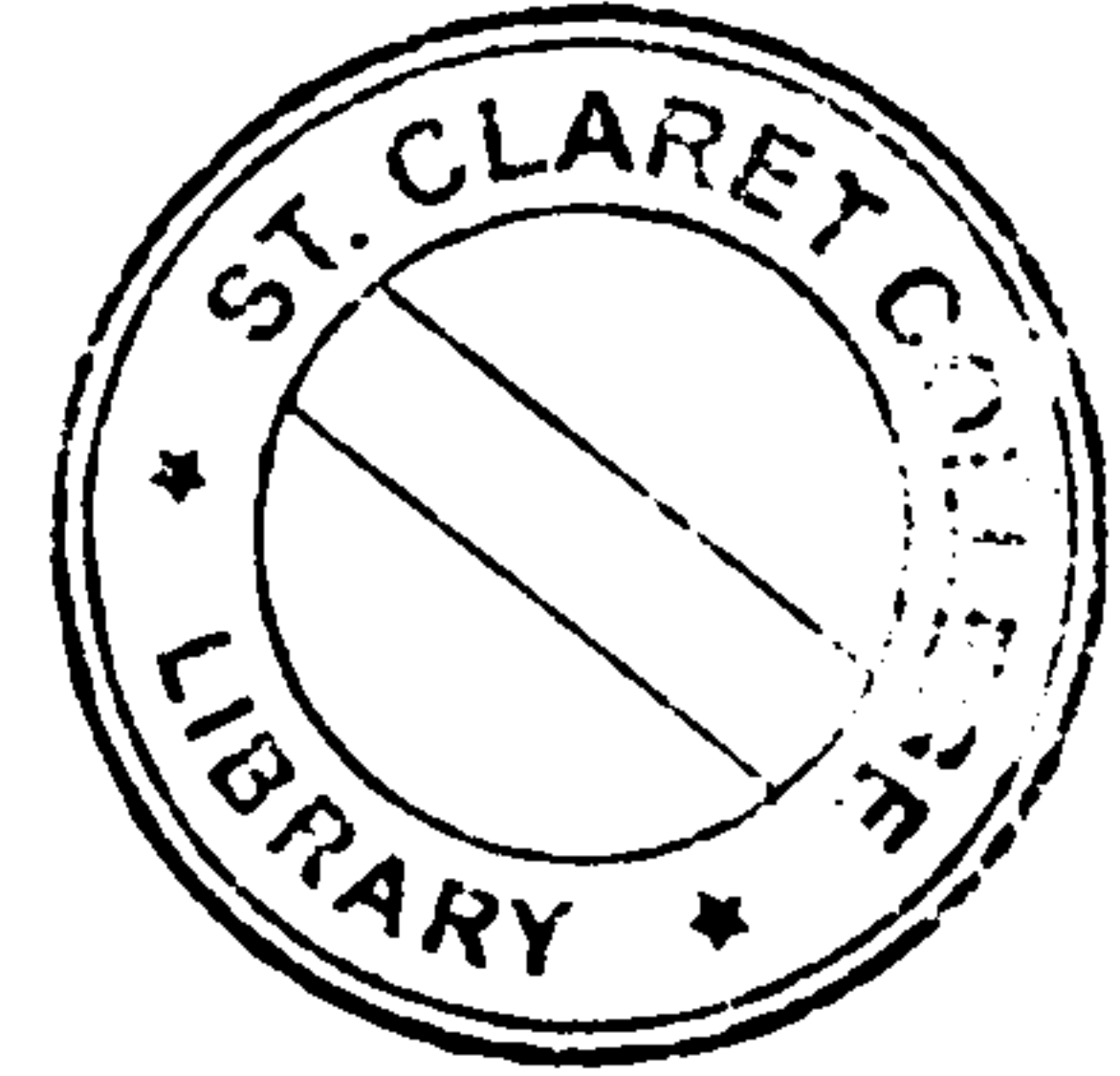
Instruction: Answer should be written in **English only**.

SECTION – A

1. Answer question (a) and **any seven** of the remaining.

(1+2×7=15)

- a) Expand CWO.
- b) Write the essentials of good communication.
- c) What is Business ?
- d) What is a trade enquiry ?
- e) Define communication.
- f) State any 2 instances of writing circulars.
- g) What is a Quotation ?
- h) Give the meaning of sales letter.
- i) What are enclosures ?
- j) What is VPP ?
- k) What is reference line ?
- l) What do you mean by overdraft ?



P.T.O.



SECTION – B

Answer **any two** questions. **Each** carries **15** marks.

(2×15=30)

2. Write a reply to a collection letter from Sabeel and Co. Commercial Street, Bangalore to Nabeel and Co. Devraj Urs Road, Mysore, asking for extension of time for payment of dues.
3. As the Managing Director of home appliances company, draft a suitable sales letter addressed to customers highlighting the features of a new model washing machine, proposed to be launched in the market on the eve of Diwali festival.
4. There is a delay in the supply of B'lore PCL office systems by Akshay Limited, against the order placed by Alliance Company, Mysore. Write a complaint letter.
5. Write a letter to LIC, local branch, to settle your claim on the policy which has matured.

SECTION – C
(For 2012-13)

(Should be written by **only** those students who are writing for **50** marks)

(1×5=5)

6. What are the essentials of the effective business correspondence ?
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