

## BUSINESS COMMUNICATION

( Theory )

(414)

Time : 3 Hours ]

[ Maximum Marks : 100

- Note :
- (i) All questions are compulsory.
  - (ii) Question Nos. **1** to **10** are very short answer type. Their answers should not normally exceed 30 words each.
  - (iii) Question Nos. **11** to **20** are short answer type. Their answers should not normally exceed 70 words each.
  - (iv) Question Nos. **21** to **24** are long answer type. Their answers should not normally exceed 150 words each.
  - (v) Marks allotted to each question are given in the right-hand margin.

1. Give any *two* essentials of an effective Written Communication. 2
2. Define Business Letter. 2
3. Write any *two* rules for drafting an Inquiry Letter. 2
4. Give any *two* closing sentences appropriate for an Inquiry Letter. 2
5. Write any *two* essential points contained in a Quotation. 2
6. Write any *two* expressions for convincing the reader while drafting a Sales Letter. 2
7. State any *two* objectives of a Sales Letter. 2
8. In what way is a Sales Letter superior to an advertisement? 2
9. What are the four Cs of an effective Advertisement? 2

10. How is a Memorandum different from a Letter? 2
11. Define Communication. Explain any *two* methods of Communication. 4
12. Explain any *four* purposes of a Business Letter. 4
13. Describe any *two* essential qualities of an effective Business Letter. 4
14. What do you mean by Quotation? 4
15. Define Sales Letter. Enlist the purposes of a Sales Letter. 4
16. What are the various types of Telegram? Write their uses. 4
17. What do you understand by Press Release? 4
18. Explain any *four* characteristics of a good Press Release. 4
19. How the format of a Memorandum is different from the format of a Letter? 4
20. Enlist the advantages of Fax Message. 4
21. You are working in a school library. Draft a letter to a publisher placing an order for 15 copies of the English Text Book for class XII. Write the 'From address' and 'To address' with imaginary details. 10
22. Draft a first reminder to one of your customers to make the payment of your outstanding bill amounting to Rs 2,50,000.00. 10

- 23.** Your Company supplied books to a school. The school informed that some of the books were damaged during transit. Write a letter to the Principal of the school assuring to replace the damaged books at your cost. 10

*Or*

You have sent two reminders to one of your customers but have not received the payment of your outstanding bill amounting to Rs 20,000.00. Draft a third reminder asking for payment of your overdue amount.

- 24.** Draft a Circular Letter to your customers announcing the opening of a new Showroom in Jalandhar City in Punjab. 10

*Or*

Draft a Circular Letter to your customers announcing the retirement of a business partner and appointment of a new business partner in his place.

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