

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.
