

IV Semester B.Com. Examination, June 2009  
(Semester Scheme)  
COMMERCE

Paper – 4.2 : Business Communication (Part – B)

Time : 1½ Hours

Max. Marks : 45

- Instructions :* 1) Use *separate answer booklet.*  
2) Answer should be only in *English.*

SECTION – A

1. Answer question (a) **compulsorily** and **any seven** of the remaining questions about **four** lines each. (1+7×2=15)
- a) What is meant by interview ?
  - b) Give the meaning of show cause notice.
  - c) What do you mean by E-commerce ?
  - d) State any two differences between transfer of shares and transmission of shares.
  - e) What do you mean by reference letters ?
  - f) What is tele-conferencing ?
  - g) What are the purposes of office circulars ?
  - h) What do you mean by representation ?
  - i) What is meant by desk top publishing ?
  - j) State any two advantages of E-mail.
  - k) What is 'dividend mandate' ?
  - l) What is downward communication ?



## SECTION – B

Answer **any three** questions from the following. **Each** question carries **10** marks.

**(3×10=30)**

2. As a Secretary, write a letter to a shareholder who has enquired whether the company would be declaring a higher rate of dividend than last year. A negative reply pointing out the reasons why such a lower rate has to be arrived at may be mentioned.
  3. Draft a letter of appointment order with the terms and conditions which will govern the appointment.
  4. Draft a memo to an employee asking for explanation for absence from duty.
  5. On behalf of ABC Ltd. Bangalore, draft a letter to XYZ distributors, Mysore, offering them the sole selling agency for their products in Mysore. Clearly state the terms on which the agency being offered.
  6. Draft an office circular stating opening of a new branch with launching of new product.
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