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**S.Y. B.Com. EXAMINATION, 2012**

**BUSINESS COMMUNICATION**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

**N.B. :—** (i) All questions are compulsory.

(ii) Figures to the right indicate full marks.

1. Distinguish between Oral Communication and Written Communication. [16]

2. What are the elements of good speaking ? How you will prepare for an effective speaking or presentation ? [16]

*Or*

What is Listening ? Explain the principles and Barriers of good listening. [16]

3. (a) Write reply to enquiry letter from Swastik Rubber Work Ltd., Patil Industrial Estate, Pune to the proprietor Star General Stores, Bajirao Road, Pune about the price and time of delivery of Raincoats, Umbrellas and Gum boots. [8]

(b) Draft the Annual Report of Board of Directors of Reliance Petroleum Ltd., Nariman Point, Mumbai for the year ended 31st March 2010. [8]

P.T.O.

*Or*

- (a) Write an unfavourable reply to M/s Shah and Company Baramati regarding the Financial Standing of M/s Parmar & Company, Nasik on behalf M/s Amar Electronics, Indapur. [8]
- (b) Write a termination letter to Mr. Ashok Sawant, Shanti Niwas, Ahmednagar on behalf of Amarsons Udyog Ltd., B.R. Ambedkar Road, New Delhi, for unsatisfactory work. [8]
4. Describe the various electronic instruments used in modern communication. [16]
5. Write short notes on (any *two*) : [16]
- (a) Types of reports
- (b) Contents of minutes
- (c) Elements of application letter
- (d) Contents and qualities of good notice.