



**IV Semester B.Com. Examination, May/June 2014  
(Repeaters)  
(2012-13 Only)  
COMMERCE**

**Paper – 4.2 : (Part – B) Business Communication**

Time : 1½ Hours

Max. Marks : 50

**Instruction :** Answers should be only in **English**.

**SECTION – A**

1. Answer **any 10** sub questions from the following. **Each** question carries **2** marks. **(10×2=20)**
- a) Expand GSM.
  - b) What is interview ?
  - c) What is office memo ?
  - d) State the meaning of principal and agent.
  - e) Define representation.
  - f) What is Laptops ?
  - g) What is Teleprinter ?
  - h) What is online business ?
  - i) What is E-Commerce ?
  - j) What is downward communication ?
  - k) What is transmission ?
  - l) State two advantages of E-mail.

**SECTION – B**

Answer **any two** questions. **Each** carries **15** marks. **(15×2=30)**

- 2. As a secretary of Hindustan Motors Ltd. Kolkata reply to a shareholder who complains to the company regarding non-receipt of share certificate.
- 3. Draft a letter of appointment order with the terms and conditions which will govern the appointment.
- 4. Write short notes on :
  - a) Internal memos
  - b) Video conferencing
  - c) Word processing teleprinter
  - d) Office notes
  - e) Internet
- 5. Draft a memo to an employee asking for explanation for absence from duty.