



III Semester B.Com. Examination, October/November 2012
(Semester Scheme)
(2012-13 and onwards) (Fresh)

Commerce
(Part – B) : BUSINESS COMMUNICATION

Time : 1 ½ Hours

Max. Marks : 50

Instruction : Answer should be written in **English** only.

SECTION – A

1. Answer **any ten** sub-questions from the following. **Each** sub-question carries 2 marks. (10×2=20)
- What does Letter Head Connote ?
 - What is Subject Line ?
 - What is Post Script ?
 - Does Greeting go with Salutation ?
 - What is "Jargon" in a Business Letter ?
 - What is a Letter of Credit ?
 - What is Provident Fund ?
 - What is Cash Discount ?
 - What is a Follow-up Letter ?
 - What are Solicited Enquiries ?
 - What are the Objectives of Writing Sales Letters ?
 - What do you mean by Trail Order ?



Answer **any two** questions of the following. **Each** question carries **15** marks.

(2x15=30)

2. As a customer of your Bank, draft a letter requesting them for a Bill-Discounting facility up to Rs. 2 lakhs and Cheque Discounting facility up to Rs. One lakh.
3. A retailer has requested you to supply 6 fax machines at 20% discount for a valued customer. Draft a reply stating that the rate of discount cannot exceed 15%. Make an attempt to get the order.
4. Gangadhar Plastic Company in Rajajinagar, Bangalore, receives a complaint from colour plastics dealer of Mahalaxmi Layout regarding delay in dispatch of the order. Write a suitable reply.
5. Place an order for 300 boxes of coloured magic crayons subject to the manufacturers agreeing to pack them in specially designed boxes for Diwali presentation for no additional charge.