



AS – 313

Fourth Semester B.Com. Examination, April/May 2012
(Semester Scheme)

COMMERCE

Paper – 4.2 : Business Communication (Part – B)

Time : 1½ Hours

Max. Marks : 45

Instruction : Use **separate** answer booklets. Answer should be only in **English**.

SECTION – A

1. Answer question (a) **compulsorily** and **any seven** of the remaining questions in about **four** lines. (1+7×2=15)
- a) Expand CCTV.
 - b) What is meant by letter of termination ?
 - c) What do you mean by E-commerce ?
 - d) What do you mean by office note ?
 - e) Name two examples of Trade Allocations.
 - f) Expand LAN and WAN.
 - g) Give any two advantages of Laptop.
 - h) State two advantages of E-mail.
 - i) Who is an agent ?
 - j) Mention any two software.
 - k) What is a teleprinter ?
 - l) Mention any four services of ISDN.

P.T.O.



SECTION - B

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

(3×10=30)

2. As a Secretary of Marathi Ltd. Mumbai reply to a share holder who complains to the company regarding non-receipt of share certificate.
3. You interviewed six candidates for the post AEE and have selected three of them. Draft a letter to be sent to each of them informing about their selection.
4. Your class has planned an annual gathering ; write the plan in a memorandum to be used by your class representative at a meeting with the head of the institution
5. Write short notes of the following :
 - a) Laptops
 - b) Desktop publishing
 - c) E-commerce
 - d) CCTVs
6. Draft a letter to be sent to Marvello Scooters informing them that you do not wish to continue their agency after the expiry of the present contract.