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. (10x2=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. (15x2=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.