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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

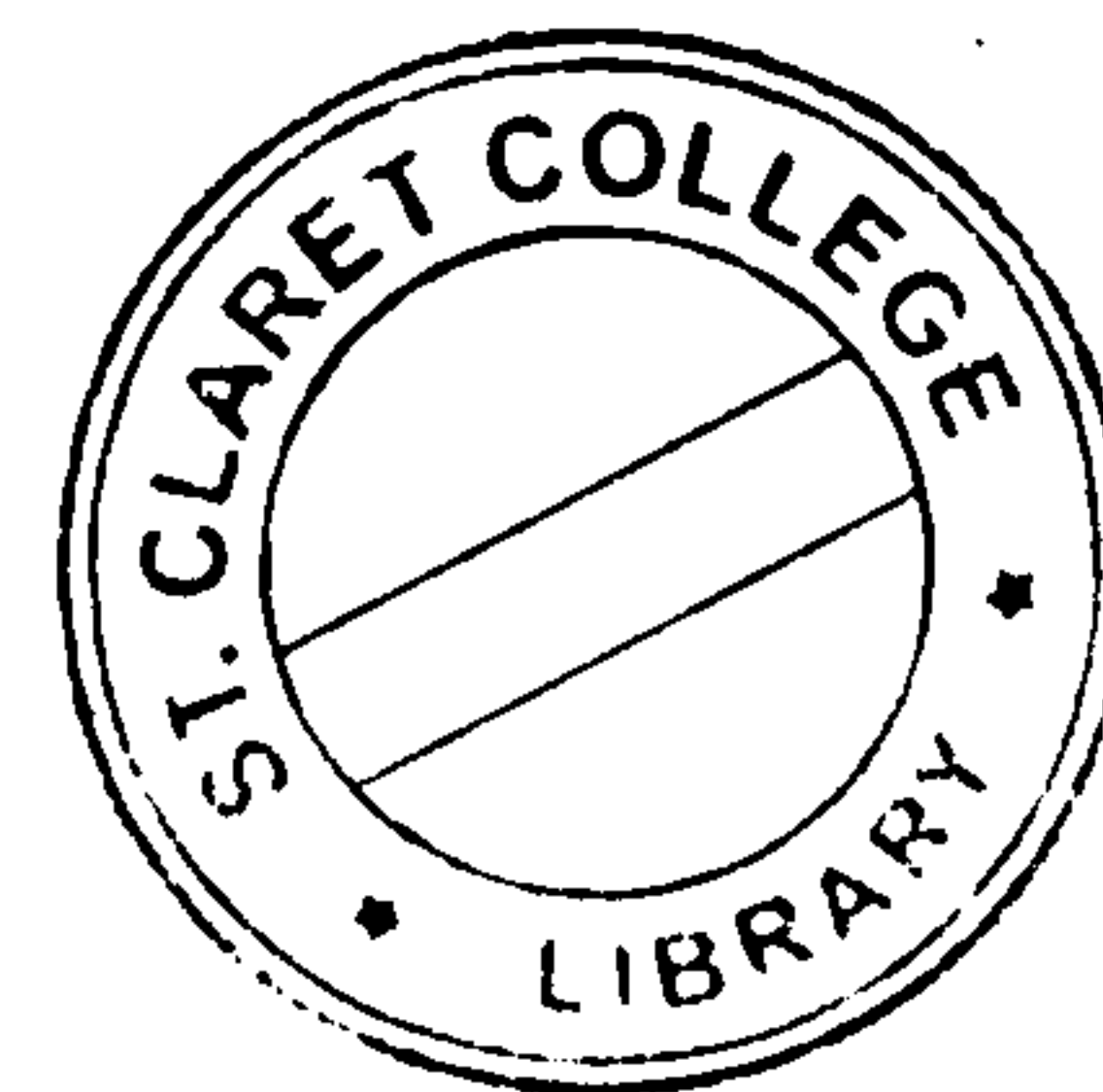
Instruction : Answers should be only in English.

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.