**S.Y.B.COM.**  
SUBJECT: Business Communication  
(Course Code :: 201) (2013 Pattern- External)

**The question paper pattern in general is as follows:**

**S.Y.B.COM**  
BUSINESS COMMUNICATION  
(2013 Pattern- External)

_**Time: 3 Hours**  
Max. Marks : 100_

Instructions to the Candidates:

1. All Questions are compulsory.  
2. Figures to the Right indicate full marks.

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<th>Q 1)</th>
<th>Broad/ Descriptive Question (Term I Syllabus)</th>
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<td>Q 2)</td>
<td>Broad/ Descriptive Question (Term I Syllabus)</td>
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<td>Q 3. (A)</td>
<td>Drafting of Business Letter (Term II Syllabus)</td>
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<td>Q 3. (B)</td>
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<td>Q 5)</td>
<td>Write Short notes (Any Four out of Six)</td>
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Mr. Maruti A. Kekane, C.D. Jain College of Commerce,
University Question Wise Question Bank

Question bank is a valuable asset for any students preparing for all types of an examination. Questions from the previous year’s examinations are usually used for written examination practice. Understanding of Previous question papers of the examination helps to students will understand which concept and topic is important for the Examination. The below questions bank will be useful to understand previous years question papers for exam preparation. Following are the Question wise questions asked in the previous examinations of the subject Business Communication since 2013.

A. Following broad/ Descriptive questions are carry 20 Marks each
1. What is Communication? Explain the nature and process of communication.
2. What are the various communication channels used in an organisation?
3. Define the term soft skill. Explain the Elements of soft skill.
5. What is listening? Explain the barriers of good listening.
7. What is communication? Distinguish between oral communication and written communication.
8. What is Informal communication? Explain the merits and demerits of Informal communication.
9. What is an Interview? Explain the Techniques of Interview.
10. What is communication? Explain in detail barriers to effective communication.
11. What is formal communication? Explain the merits and demerits of formal communication.
12. What is listening? Explain the principles and Importance of listening.
15. What is Written Communication? Explain advantages and disadvantages of written communication.
16. What is Interview? Explain various types of Interview.
18. What do you mean by business letter? Explain the physical appearance of Business letter.
19. What is Listening? Explain various type of Listeners.
20. What is Non-Verbal Communication? Explain the merits and demerits of Non-Verbal communication.

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23. What is meant by Internet? State its advantages and disadvantages.
24. Explain the parts of an office memorandum, with its format.
25. Explain the meaning and role of Internet and Electronic Clearance System (ECS) in Business Communication.
26. What is Youtube? Explain the role of Youtube in the business communication.
27. Explain the various social media networks used in Business Communication.
29. What is an office order? Explain the essential points while drafting office order.
30. Explain the Advantages and disadvantages of social media networks.
31. What is form memos? Explain the uses and types of form memos.
32. Explain the various Types of Technological Media used in Business Communication.
33. What is Job application letter? Which points were considered while drafting job application letter.
34. What is Voice Mail? Explain the role of voice mail in business communication.
35. What is Business communication? Explain in detail the Methods of Business communication.
36. What is Upward and Downward Communication? Explain Merits and Demerits of Downward Communication.
37. What is Communication? Explain the process & features of effective Communication.
38. What is group discussion? Explain in detail the advantages and disadvantages of group discussion.

B. Following Business Letter questions are carry 10 Marks each
1. Write a complaint letter on behalf of Suresh Industries Ltd. Pune to the Manager Amit Electronics kanpur regarding delay in dispatching of goods.
2. Write job application to The Recruitment Officer Swastik Ltd. mumbai in response to advertisement in daily, The Times of India, news paper for the post of Manager.
3. Draft sales letter regarding in new Product launch, Water purifier
4. Draft office circular from the managing Director about company's annual general meeting.
5. Write a complaint letter to sales manager B.R.sale corporation Ltd., Mumbai about received damaged goods.

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6. Write an enquiry letter to M/s Amrut Furniture’s Ratanagiri regarding office furniture.
7. Write an office order banning smoking in the office premises.
8. Write sales letter about new mobile introduced in market.
9. Sumit Traders, Tilak Road, Mumbai requires the various types of school stationary, write a letter for placing an order to M/s Ajanta Traders, Satara.
10. Write an enquiry letter to M/S Arvind Furniture Dhule regarding office furniture.
11. Write a Enquiry letter to Ganesh General Stores A Nagar, Enquiry about various raincoats.
12. Write job application letter, M/s Tata Motors, Pimpri, Pune in response to an advertisement in daily ‘Sakal’ for the Post of General Manager.
13. Write a circular letter to their Customers from Mahesh Sahakari Bank Ltd. Pune for opening new Branch at katraj, Pune.
14. Write a circular letter to their customers from Ms. Akash General stores pune for shifting office in new place.
15. Draft an enquiry letter to J.k. Electronics Ltd. Pune on behalf of Vishal electronics House Bhusawal, for purchase of Electronics items.
16. Write a complaint letter on behalf of Prakash Furniture Mart Mumbai to the seller Ashoka Furniture Thane for supply of inferior quality of furniture.
17. Write an appointment letter From Suresh Traders, kauad, to Mr. Sandesh Pardeshi Pune as he is appointed as an accounts officer in the organization.
18. Write a complaint letter to Sales Manager R.B. Chopda, Mumbai about received damaged goods.
19. Write an office order banning spitting in the office premises.
20. Draft office circular from the managing director about company’s special general meeting.
21. Write a circular letter to their clients from Ashoh Patel and company, Jalgown for shifting of office in new place.
22. Draft a Sales letter to promote the Sale new Motar Car in the Marhet
23. Write an Appointment letter from Swagat Traders, Karad to Mr. Santosh Bhosale, Pune as he is appointed as Sales Manager.
24. Write a Complaint letter to Sales Manager, R. K. Electronics Ltd, Pune, about received
damaged goods.

C. **Following short notes carry 10 Marks each**

1. Bio-data
2. role of SMS
3. facebook
4. order letter.
5. Email
6. Drafting memo
7. Linkedin
8. Circular letter
9. Video conferencing
10. Multimedia
11. Office orders
12. Reasons for complaint letter
13. Barriers to effective communication.
15. Electronic clearing system.
16. Horizontal Communication.
17. Group Discussion.
19. Whatsapp
20. Twitter
21. Series of collection letters
22. E-mail