



MS – 398

Fourth Semester B.Com. Examination, May/June 2013
(Semester Scheme)
(Repeaters) (Prior to 2012-13)
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 GSM.
 - b) What is order ?
 - c) What is downward communication ?
 - d) What is office notes ?
 - e) What is telewriting ?
 - f) What is promotion ?
 - g) Define Transfer.
 - h) What is Transmission ?
 - i) What is meant by letter of termination ?
 - j) State two advantages of E-Mail.
 - k) What is meant by cellular phone ?
 - l) What do you mean by reference ?

P.T.O.



SECTION – B

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

(2×15=30)

2. As a Secretary write a letter to shareholders intimating the issue of new equity shares.
 3. Manipal Hospital Airport Road, Bangalore have given their advertisement in “The Time of India” to apply for the post of Corporate Officer in their Hospital. Draft an application letter with your resume.
 4. Write short notes of the following.
 - a) Electrostatic printing
 - b) Video conferencing
 - c) ROM
 - d) DTP
 5. Draft a memo to an employee asking for explanation for absence from duty.
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