This question paper consists of 24 questions and 4 printed pages.
Roll No. Code No. 53/VOC/O
BUSINESS COMMUNICATION
(Theory)
(414)
Day and Date of Examination
Signature of Invigilators 1.
2

General Instructions:

- 1. Candidate must write his/her Roll Number on the first page of the question paper.
- 2. Please check the question paper to verify that the total pages and total number of questions contained in the paper are the same as those printed on the top of the first page. Also check to see that the questions are in sequential order.
- 3. Making any identification mark in the answer-book or writing Roll Number anywhere other than the specified places will lead to disqualification of the candidate.
- 4. Write your Question Paper Code No. 53/VOC/O, Set A on the answer-book.

414/VOC**/955** [P.T.O.

BUSINESS COMMUNICATION

(Theory) (414)

Time: 3 Hours [Maximum M.				00
Note	:	(i)	All questions are compulsory.	
		(ii)	Question Nos. ${\bf 1}$ to ${\bf 10}$ are very short answer type. Their answers should rormally exceed 30 words each.	not
		(iii)	Question Nos. 11 to 20 are short answer type. Their answers should r normally exceed 70 words each.	not
		(iv)	Question Nos. 21 to 24 are long answer type. Their answers should rormally exceed <i>150</i> words each.	not
		(v)	Marks allotted to each question are given in the right-hand margin.	
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1.	WI	nat 18	s the nature of communication? Give two examples.	2
2.	Gi	ve tu	vo examples of communication process.	2
3.	Wl	nat is	s encoding?	2
4.	Gi	ve tu	vo examples of upward communication.	2
5.	Wl	nat is	s formal communication?	2
6.	Wl	nat d	lo you mean by signature and seal in a business letter?	2
7.	Wl	nat is	s fully block letter?	2
8.	Wl	nere	do we write sender's address and date in a letter?	2
9.	W1	nat is	s greeting telegram?	2

10.	What are minutes in a meeting?	2
11.	What is the difference between press release and press report?	4
12.	What are the guidelines in writing collection letters?	4
13.	What should be the closing sentences for reply to complaint?	4
14.	What points should be kept in mind when you are writing circular announce new products?	ing 4
15.	Explain any four importances of feedback.	4
16.	How can you create the desire to buy a product?	4
17.	What should be the closing sentence generally used for order letters?	4
18.	Explain education and warning in the objectives of communication.	4
19.	What is status inquiry?	4
20.	What is diagonal/crosswise communication?	4
21.	Explain the form of a business letter.	10
22.	What are the salient features of a circular letter? Explain.	10
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23.	Write a letter on behalf of R & R Co., Ghaziabad, UP to T & D Corporation Delhi asking for quotation of the prices of all stationary items needed for your office.			
	Or			
	Write notes on any two of the following:	<2=10		
	(a) Format of telegram			
	(b) Format of memorandum			
	(c) Office order			
24.	24. Write a letter to M/s. ABC, Ludhiana for an agency of their woollens and knitwear.			
	Or			
	Write notes on any two of the following:	<2=10		
	(a) Invoice			
	(b) Letterhead			
	(c) Telex			

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