

2408000602050004

**EXAMINATION FEBRUARY-MARCH 2024
BACHELOR OF COMMERCE (SECOND SEMESTER) (NEP)
AEC - BUSSINESS COMMUNICATION - II - LEVEL 5**

[Time: As Per Schedule]

[Max. Marks: 25]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination: **BACHELOR OF COMMERCE (SECOND SEMESTER) (NEP)**
 - b. Name of the Subject: **AEC - BUSSINESS COMMUNICATION - II - LEVEL 5**
 - c. Subject Code No: **2408000602050004**
2. Sketch neat and labelled diagram wherever necessary.
 3. Figures to the right indicate full marks of the question.
 4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 A. Multiple Choice Questions:

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1. Letters to the editor are included in:
 - a) Sports page
 - b) Last page
 - c) Editorial page
 - d) Local page
2. What factor determines the structure of the opening paragraph when writing to a manufacturer for agency?
 - a) The applicant's previous experience in dealing with manufacturers.
 - b) The applicant's knowledge of the manufacturer's products and industry.
 - c) The applicant's understanding of the agency's requirements.
 - d) The applicant's ability to articulate their intentions clearly and professionally.
3. Technical accuracy of language in a letter means:
 - a) Active voice
 - b) Direct narrative

- c) Simplicity
 - d) Correctness of grammar, spelling, and punctuation
4. What is the role of eyewitness accounts in accident reporting?
- a) They are not relevant
 - b) They provide crucial first-hand information
 - c) They are purely for dramatic effect
 - d) They are used for humour
5. Where are the details of enclosures mentioned?
- a) Beginning of the letter
 - b) Below the signature column
 - c) Right-hand side of the letter
 - d) Main body of the letter

B. Match the following:

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1. Date and Location	a. Brief overview of the story
2. Headline	b. Provide an eye catching detail of the story
3. Sub-heading	c. Explanation of the information provided in the lead
4. Lead	d. Information of day and place
5. Body	e. A taster of what you can expect

Q.2

- A.** Draft a letter seeking permission to host a Cultural Fest for all the staff and their family at the office premises. Hint: ponder upon the effect of such initiative in a multi cultured environment.

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OR

One of your clients has requested you to grant a term loan against certain securities but their value, according to you, is less than the amount of the credit requested for. Inform him that if more securities are offered, your Bank will be ready to grant credit.

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- B.** You are expecting an increased turnover in the coming season but are not in a position to finance yourself additional stocks nor are you able to obtain term credit from your suppliers. Request your bankers to allow you an overdraft of Rs. 5,00,000 for a period of three months on your personal security.

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OR

Draft a complaint letter against dishonouring of a cheque. You have to ask for an explanation and show your concern over the dishonouring. **5**

C. Prepare a press report on blood donation event in Surat organised by Prime Health Club, Surat. **5**

OR

Draft a request letter to a bank for opening a savings account. **5**
