

RAN-2408000602050004**B.Com (Data Analytics) (Sem.- II) Examination April - 2026****AEC- Business Communication - II****Time: 1 Hour]****[Total Marks: 25**

સૂચના : / Instructions (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી. Fill up strictly the above details on your answer book	Seat No.: Student's Signature
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Q.I. (A) Multiple Choice Questions.**05**

- Which letter is issued to request approval?
A. Warning letter B. Reprimand letter
C. Permission letter D. Circular
- Seeking explanation letters are issued when _____.
A. work is excellent B. clarification is required
C. promotion is due D. salary is increased
- KYC stands for:
A. Know Your Customer B. Keep Your Cash
C. Know Your Credit D. Key Yield Certificate
- Agency correspondence is between _____.
A. Two banks B. Principal and agent
C. Employer and employee D. Seller and buyer
- Disaster reports include _____.
A. Loss B. Damage
C. Relief work D. All of these

Q.I. (B) Match the following.**05**

1. Reprimand Letter	a. Banking service allowing withdrawals beyond the actual account balance
2. Principal	b. Limited authority of the agent that ends when a task is done
3. Agency Commission	c. The person or entity that appoints an agent to act on their behalf
4. Overdraft Facility	d. The percentage or fee paid to an agent for their services
5. Special Agency	e. Formal rebuke for unsatisfactory conduct

- Q.2. (A):** Draft a formal internal memorandum from Managing Director R.N. Sahaney to Production Manager Preetmohan Singh regarding a serious customer complaint. The memo should detail the failure to respond to an urgent communication, explain the potential risk to the business relationship, and demand a formal explanation and a corrective action plan. **05**
- OR**
- (A):** Draft a formal disciplinary memorandum to Mr. Amit Basu regarding his repeated failure to report on time at workplace. The memo should reference previous verbal warnings. It should include a specific log of his late arrivals over the past 30 days and explain the negative impact on departmental productivity. **05**
- (B):** Draft a formal notification letter to a customer whose account is currently overdrawn without a prior arrangement. The letter should specify the overdrawn amount, remind the customer of the bank's policy regarding unauthorized overdrafts, detail any applicable fees or interest rates, and request an immediate deposit to regularize the account to avoid further penalties or impact on their credit standing. **05**
- OR**
- (B):** Draft a formal loan application to the Bank Manager requesting a Short-Term Business Loan of ₹1,00,000 for a duration of 12 months. The letter should detail the business expansion plans, offer specific collateral, and provide a brief overview of the projected cash flow to demonstrate repayment capacity. **05**
- (C):** Draft a formal Notice of Termination of Agency from M/s ABC Textiles to their regional agent, Mr. Rohan Nanda of Nanda Global Trade. The letter should cite the specific failure to meet the quarterly sales targets discussed. **05**
- OR**
- (C):** Draft a formal press release announcing a strategic partnership between 'Apex Green Energy' and 'Global Logistics Solutions.' The report should highlight how this tie-up will integrate sustainable energy into supply chain operations and outline the long-term benefits for stakeholders and the environment. **05**
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