

- Q.27 Letter offering special discount.
- Q.28 Define import letters? Explain the basic formalities required for import.
- Q.29 Define letter of introduction in detail.
- Q.30 What is sales letter? How it can be drafted.
- Q.31 Write a letter to bank Manager of P.N.B. bank for overdraft facility.
- Q.32 Explain the concept of Noting in files.
- Q.33 Explain Office circulars.
- Q.34 What is the importance of bank correspondence?
- Q.35 Define Inter-Departmental communication.

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x10=20)

- Q.36 What is memo? Issue a memo to an employee who is absent from his duty.
- Q.37 What is D.O. letter? How it is different from official letters.
- Q.38 Write a letter to the bank for opening a new account in the bank.

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123022

Roll No.

2nd Sem / OMCA

Subject:- Business Correspondence - II

Time : 3Hrs.

M.M. : 100

SECTION-A

Note: Multiple choice questions. All questions are compulsory (10x1=10)

- Q.1 The best means of increasing sales of an article is _____
- a) Exhibition b) Fairs
- c) Advertisement d) None of the above
- Q.2 Discount, coupons, free samples and offers are the parts of _____
- a) Publicity b) Sales promotion
- c) Advertisement d) All of the above
- Q.3 _____ channel of communication called the grapevine.
- a) Formal b) Informal
- c) Horizontal d) Vertical
- Q.4 Written communication includes _____
- a) Reports & forms b) Interviews

- c) Film d) Speaking
- Q.5 In the communication cycle, the process of retranslation of signals into ideas is called _____
- a) Encoding b) Decoding
- c) Response d) Feedback
- Q.6 The mode of payment must be stated in business letters.
- a) True b) False
- Q.7 Office notes are exchange between _____ different departments.
- a) Three b) Four
- c) Five d) Two
- Q.8 Correspondence means _____.
- Q.9 Which of these must be avoided in business letters?
- a) Polite words b) Formal words
- c) Abbreviations d) Clear details
- Q.10 Is promotion and publicity are same? (Y/N)

SECTION-B

Note: Objective type questions. All questions are compulsory. (10x1=10)

- Q.11 Define Publicity of the product?

- Q.12 Overdraft facility.
- Q.13 Dishonour of cheque.
- Q.14 Claim settlement.
- Q.15 Export.
- Q.16 Memorandum.
- Q.17 Full form of D.O. letter.
- Q.18 Retirement of partner.
- Q.19 Special offers.
- Q.20 Standing Instructions.

SECTION-C

Note: Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)

- Q.21 What is the importance of sales letter?
- Q.22 What steps you will take for the promotion of the product?
- Q.23 Define letter of credit in detail.
- Q.24 How will you introduce a new product in the market?
- Q.25 Write a specimen for the introduction of new partner in the company.
- Q.26 Difference between Official letters and Demi-official letters.