

- Q.22 Explain Quotations with example.
 - Q.23 Explain the parts of business letter.
 - Q.24 Write four opening sentences in “letter of inquiry”.
 - Q.25 Explain any two styles of business letter.
 - Q.26 Explain four types of business correspondence.
 - Q.27 Explain the importance of business correspondence
 - Q.28 Describe the purpose of business letter
 - Q.29 Draft a letter complaining about the delivery of defective goods
 - Q.30 Mention the main points required for drafting a sales letter.
 - Q.31 What points are kept in mind while replying to a letter of inquiry?
 - Q.32 What is partial remittance?
 - Q.33 How would you complain regarding the late delivery of your goods?
 - Q.34 Write down the essentials of good business letter.
 - Q.35 Draft a copy of advertisement for the launching of new mobile phone.

SECTION-D

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

- Q.36 Write down an order letter for electrical goods.

Q.37 Write down a complaint letter for delivery of defective goods.

Q.38 Explain what particulars must be stated in a letter of inquiry asking for the prices of certain goods. Draft such a letter.

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123012

Ist Sem / OMCA
Subject:- Business Correspondence

Time : 3Hrs.

M.M.: 100

SECTION-A

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

- Q.1 Complaint letter should be called _____

a) Claim letter b) order letter
c) Personal letter d) refusal letter

Q.2 BC means _____

a) business correspondence
b) business communication
c) business confidence
d) business carrier

Q.3 Purpose of a sales letter.

a) To influence a reader to purchase a product or service
b) To order of a product
c) To enquire information
d) To increase profit

Q.4 Good business letter are characterized by the following personal quality of the letter.

a) sincerity b) clarity
c) both a & b d) roughly

- Q.5 Formal letter are the _____
a) letter to follow certain formally and set pattern
b) letter we usually write to our friends and family
c) none
d) order letter
- Q.6 The subject of business letter
a) As long as possible
b) Irrelevant
c) Brief, clear and relevant
d) not clear
- Q.7 Where is Receiver's address written a business or official letter
a) On the top of letter
b) On the bottom of the letter
c) Just below the date
d) None of these
- Q.8 Communication means
a) Exchange of ideas b) Exchange of thoughts
c) Exchange of plans d) All of these
- Q.9 By business correspondence we mean the communication between _____
a) Two persons
b) More than two persons
c) Both a & B
d) None of the above
- Q.10 A circular may be in the form of _____
a) Letter b) Memorandum
c) Both a and b d) None of the above

SECTION-B

- Note:** Objective type questions. All questions are compulsory. (10x1=10)
- Q.11 Business correspondence take place between two organizations(True/False)
- Q.12 Written correspondence in the business world is business communication(True/False)
- Q.13 Business correspondence helps in creating and maintaining goodwill between a business and a customer. (True/False)
- Q.14 Letter of request, recommendations and congratulations are personalized correspondence (True/False)
- Q.15 Internal correspondence refers to correspondence between the individuals departments or branches of same organization (True/False)
- Q.16 Complaint letter is written by purchaser (True/False)
- Q.17 The letter written by the seller for collection of money for goods supplied to the buyer is _____ (recovery letter/ complaint letter)
- Q.18 Quotation is also known as quote (True/False)
- Q.19 Sales letter is aimed to directly inform to potential customer (True/False)
- Q.20 A bank takes the guarantee of payment through letter of credit (True/False)

SECTION-C

- Note:** Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)
- Q.21 Explain five uses of business Correspondence.