

- 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 complaint 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.

No. of Printed Pages : 4

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

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## 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.

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