

- SECTION-D**
- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 Explain the layout of business letter.
- Q.37 Write a complaint letter regarding supply of inferior goods.
- Q.38 Place an order for goods that you need urgently.

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

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- Q.6 Orders and directives are the example of _____
- Downward communication
 - Upward communication
 - Diagonal communication
 - Horizontal communication
- Q.7 Advantage of written communication _____
- Save time
 - Save money
 - Permanent record
 - Neat
- Q.8 In the communication cycle, the process of retranslation of signals into ideas is called
- Encoding
 - Decoding
 - Response
 - Feedback
- Q.9 Gossip and rumor are part of _____ communication
- Formal
 - Informal
 - Horizontal
 - Vertical
- Q.10 Placement of purchase order to supplier of material is _____ communication.
- Vertical communication
 - Horizontal communication
 - Internal communication
 - External communication

SECTION-B

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

- Q.11 Response of the receiver of letter is called _____

- Q.12 Letter in the business world is called business communication. (T/F)
- Q.13 Complaint letter is written by the purchaser. (T/F)
- Q.14 Quotation is also known as quote (T/F)
- Q.15 _____ of business letter contain the main message
- Q.16 Collection letter belongs to ____ (Debtors/Creditors)
- Q.17 The letter written by the seller for collection of money for the goods supplied is _____ (recovery letter/complaint letter)
- Q.18 Business letter should be concise. (T/F)
- Q.19 The mode of payment must be stated in business letter. (T/F)
- Q.20 Increase in credit sales increases the problem of collection (T/F)

SECTION-C

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

- Q.21 Explain the importance of business correspondence?
- Q.22 Name the five qualities of good business letter.
- Q.23 Explain Indent form of letter.
- Q.24 Explain letter of credit.
- Q.25 What is quotation?
- Q.26 Explain inquiry letters.
- Q.27 Explain complaint letters.
- Q.28 Explain the process of correspondence