

- 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.

No. of Printed Pages : 4  
Roll No. ....

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#### **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.  $(10 \times 1 = 10)$

- 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.  $(12 \times 5 = 60)$

- 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.