

Seat No. : _____

LE-123

April-2014

S.Y. M.Sc. (CA & IT), Sem.-IV

(Integrated)

Business Communication

Time : 2 Hours]

[Max. Marks : 50

1. Answer any **two** : **10**
- (a) What are the activities that managers perform when they play the informational role in their organizations ?
 - (b) Describe Grapevine form of communication.
 - (c) Discuss the strategies for bringing about effectiveness in communication for business purposes.

2. Attempt the following : (Any **two**) **10**
- (a) Discuss the need for technology in communication.
 - (b) What do you understand by computer conferencing?
 - (c) Write a note on applications of internet in communication.

3. As the sales manager of a company, draft a letter which has to be sent to your customer who has complained about your product. Invent necessary details. **10**

OR

Write a letter to the Bank manager requesting him/ her for enhancing credit limit.

4. Explain essentials of business conversation and conversation types. **10**

OR

- (a) Discuss the rules for writing instructions. **5**
- (b) Write a note on Product instructions. **5**

5. How will you plan and hold an effective meeting ? **10**

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