

**GOVERNMENT COLLEGE OF COMMERCE & ECONOMICS, BORDA,  
MARGAO- GOA.**

**B.COM( III Semester) End Examination, October - 2018**

**GE 3 - BUSINESS COMMUNICATION**

**Time: 2 Hours**

**Total Marks: 80**

**Instructions:** i) All Questions are compulsory  
ii) Figures to the right indicate full marks allotted.  
iii) Begin Question no's III, IV & V on a new page.

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**Q.I. Answer any four of the following:-**

(16 mks)

1. What is the CIC?
2. Who is a SPIO?
3. What is a Memorandum?
4. What is a Representation?
5. What are Interviews?
6. What are Job Boards?

**Q. 2. Answer any four of the following: -**

(16 mks)

1. Press Release
2. Write about the elements of a letter.
3. Reasons for Failure in Interviews
4. What are Reports?
5. Who is a Referee?
6. What are Exit Interviews?

**Q. 3 a. When was the RTI Act passed and which are the governing bodies of the  
RTI?**

(5mks)

**b. Discuss the format of an RTI application along with the role and function of  
RTI.**

(7mks)

**OR**

**Q.3 a.** Draft a job application letter for the post of an Accountant in Bank of India, Margao, Goa. The candidate should be a Commerce graduate and should have experience of Tally with GST. Create a detailed CV for the post you are applying for. (12mks)

**Q.4 a.** As a Principal write an order letter to New World, Mysore, placing an order for new Dell computers for your College Computer lab. State all your requirements. (12mks)

**OR**

**Q. 4.** Write a detailed Report to your College Principal about the need for having proper parking space in the College. (12mks)

**Q.5 a.** Write a testimonial for an ex-employee stating his character and capabilities. (5mks)

b. Write a Memo to *All Staff* informing them about delay in arrival of computer for office use. (7mks)

**OR**

**Q. 5.** What are Interviews? Explain in detail the different techniques of Interviews. (12mks)

**Q.6 a.** Write a Press Release for the Inauguration of the Students Council of your College. (7mks)

b. Draft an appointment letter to an employee with all the details of the job. (5mks)

**OR**

**Q. 6.** Write a sales letter to a new College informing them about the launch of your company's new product – *Inspiron projectors*. Give all the details. (12mks)

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