

**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.

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)
