



**GC-022004**

Seat No. \_\_\_\_\_

**B. Com. (Sem. II) Examination**

**March / April - 2019**

**BCOMC204 : C.C.-II**

*(Core Course - 4)*

Time : 3 Hours]

[Total Marks : 70

- 1 (a) What is verbal communication ? List different types of verbal communication. 7

**OR**

What is oral communication ? Explain the advantages and disadvantages of oral communication.

- (b) What is non-verbal communication ? Explain the importance of non-verbal communication. 7

**OR**

Explain the types of non-verbal communication.

- 2 The Reliance India Mobile has received an order for 40 Reliance mobile. The Reliance India Mobile executes the order. Write the letter on behalf of the Reliance India Mobile. 14

**OR**

Write a letter to Patel Scientific, Godhara, cancelling your order, as the goods are not received in the stipulated time.

- 3 You have received a complaint from one of your customers 14  
in Ahmedabad about delay in the execution of his order  
promised before Diwali. Write a suitable reply explaining  
the circumstances which caused the delay and promising a  
prompt adjustments.

**OR**

A customer complains of incivility and slow service of  
your salesman. Draft a suitable reply.

- 4 (a) As the Sales Manager of Compaq Computer, Godhara, 7  
draft a sales email highlighting the attractive aspects  
of the computer.

**OR**

Best Garments, Ahmedabad has failed to pay their bill  
on the due date. On behalf of Cambridge Garments,  
Ahmedabad, draft an email notifying them about the  
overdue account.

- (b) Do as directed:

- (i) Match the following words: 4

A	B
(a) Gross	(1) Owner/Proprietor
(b) Entrepreneur	(2) Temporary work stoppage
(c) Netgotiable	(3) Without deducting taxes.
(d) Lockout	(4) Capable of being discussed.

- (ii) Explain the following words in simple English. 3

- (1) Lease  
(2) Margin  
(3) Rebate

**5** Do as directed :

(a) Choose the correct option :

**4**

- (1) The study of body movements as related to speech is called
  - (A) Kinaaesthetics
  - (B) Kinesics
  - (C) Mateostics
  - (D) Proximics
- (2) It is important to refer to following in the purchase letter :
  - (A) Customer's Bank Account
  - (B) Customer's location
  - (C) Customer's branches in the city
  - (D) Catalogue of price.
- (3) Following is the most outstanding feature of an email :
  - (A) Brevity
  - (B) Electronic
  - (C) Free
  - (D) Reliable
- (4) Following can lead to indiscreet informality in an email :
  - (A) The speed of an email
  - (B) Tone of your message
  - (C) Mind set of sender
  - (D) None of the above

(b) State whether the following statements are true or False :

**5**

- (1) The main advantage of oral communication is that it saves times and feedback is available immediately.
- (2) Generally acknowledgement of orders is long and detailed.

- (3) Gmail, Hotmail and Yahoo are major email service providers.
- (4) One email cannot be sent to more than one person.
- (5) Written communication is helpful for face to face dialogue.

(c) Match the following :

**5**

<b>A</b>	<b>B</b>
(1) Body Language	(a) a person to whom is debt is owed
(2) Verbal communication	(b) Use of symbols
(3) Fiscal	(c) Kinesics
(4) Creditor	(d) Use of language
(5) Sign language	(e) it refers to government finance