

**Internal Examination March. : 2018**

DATE : 20-3-2018  
Thesday

**B.Com Semester -II**  
**C.C.-2**

TIME : 12.15 to 1.45  
Marks : 50

Q.1. Write a detailed note on Regular parts of a business letter. 15

OR

Enlist 7 C s of effective communication and discuss them in detail.

Q.2 Define Verbal communication and discuss advantages and limitations of written communication in detail. 15

OR

Define Non-Verbal communication and discuss its advantages and limitations in detail.

Q.3. (A) Write any two of the following letters: 15

1. Write a letter on behalf of The Accurate Timings, Ahmedabad to Hi Fi Watches replying their queries about newly introduced smart watches.
2. Write a letter, requesting your buyer to extend the time limit in supplying goods to them.
3. Write an e-mail complaining about shortage in goods.

Q.3 (B) State whether the following statements are TRUE or FALSE : 05

1. 'Postscript' must be signed.
2. 'Salutation' should match with a 'complimentary close'.
3. In American style, the date is generally written in ordinal numbers.
4. 'Subject line' is not a regular part of a business letter.
5. 'To' is written above the inside address.

