

SECTION-C

Note: Long answer type questions. Attempt any three questions. 3x10=30

- Q.3 Give the meaning of business communication bring out the significance of communication.
- Q.4 You have purchased a book of correspondence & found 100 pages missing in the book. Draft a complaint letter to the book depot and ask for replacement.
- Q.5 Discuss the main features of good sales letter? How can it be made appealing?
- Q.6 As a retiring partner write a letter to be circulated amongst the customer with request to continue their relation with the firm.
- Q.7 Write a suitable quotations on behalf at M/S Gupta & Co. New Delhi stating different qualities of kinds of product.

No. of Printed Pages : 4

Roll No.

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3rd Sem. / OMCA

Subject : Business Correspondence

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Very Short Answer type questions. Attempt any 15 parts. (15x2=30)

- Q.1 a) What is official correspondence.
- b) Uses of correspondence.
- c) Incoming mail
- d) What is quotation
- e) Two types of letter
- f) Promotion of product
- g) Placing an order
- h) Two terms used in business letter
- i) Follow up letter

- j) Trade references.
- k) Discount
- l) Refusal of an order
- m) Cancellation of an order
- n) Outgoing mail
- o) Dispatch register
- p) What is D.O letter
- q) What are collection letter.
- r) Publicity of business.

SECTION-B

Note: Short answer type questions. Attempt any ten parts 10x4=40

- Q.2
- i) Write a letter offering special discount.
 - ii) What is the importance of correspondence.
 - iii) Explain the parts of business letters.
 - iv) What are the qualities of a good business letter?

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- v) What points are to be kept in mind while drafting a business letter?
- vi) Explain the following in a few sentences indent, R.S.V.P, C.I.F.
- vii) Draft a circular letter announcing the death of a partner, who was the backbone of the business.
- viii) Write an enquiry letter from M/S Rajesh trading Co. to the Delhi general merchants asking the details of the woollen clothes.
- ix) How to answer a letter of enquiry?
- x) Which terms are used in offers and quotations?
- xi) Reply to an enquiry about an article which the firm does not make.
- xii) Ask for discount how a firm with whom you order certain goods
- xiii) What are the essential points of information required for composing an order?
- xiv) When an status enquiry necessary?
- xv) What factors should be considered before a letter for complaint is replied to?

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