

SECTION-C

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

- Q.3 How would you draft a publicity programme of a new business. Explain
- Q.4 Write a letter to your dealer for cancelling the order made last week. Give some reason in support of your letter.
- Q.5 What do you mean by enquiry letter? How would you reply to an Inquiry? Give its Importance also.
- Q.6 What do you mean by correspondences? Explain its process and uses in an organization.
- Q.7 Draft a letter regarding the remittance covering the final settlement of accounts.

No. of Printed Pages : 4

Roll No.

033034/2012

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) Define business letter.
- b) Business Correspondence.
- c) Two uses of Correspondence.
- d) Any two special terms used in business letters.
- e) What is Catalogue?
- f) What is Acceptance of an order?
- g) Why box no. is used?
- h) Two types of discount.
- i) Letter of Introduction.

- j) Define Claim.
- k) Partial Delivery.
- l) What is Salutation?
- m) Sales Letter.
- n) Two essentials of letter of credit.
- o) Write the essentials of a good business letter.
- p) Mention different types of Inquiries.
- q) Define quotation.
- r) Why circulars are written?

SECTION-B

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

- Q.2
- i) What is the importance of business letter?
 - ii) How would you complaint regarding the late delivery of your goods?

- iii) Place a supply order for the purchase of Management books from "Anand and Co."
- iv) What do you mean by reference letters?
- v) Why we write complaint letters?
- vi) Why remittance letters are written?
- vii) In how many parts we can divide the business letters?
- viii) Draft an application for the post of data entry operator.
- ix) Draft a copy of advertisement for the launching of WINDOWS-8 vista.
- x) Write a note on complaints and Adjustments.
- xi) Draft a letter offering special discount.
- xii) Complain tactfully of certain defects in the goods you have received.
- xiii) What is execution of an order?
- xiv) Why quotations are called?
- xv) Letter for promotion of a new product.