

Question Bank for FYBCom Business Communication

Question Bank for Assignment

Semester	II
Class	FYB.Com.
Name of the Department	ENGLISH
Paper no.	-
Title of the Paper	Business Communication
Name of the Teacher	Dr.M.R.Patharkar,Dr.Suja Roy

Unit I

A – Define the following:

1. Resolution
2. Agenda
3. Notice
4. Minutes
5. Quorum
6. Consensus
7. House Journal
8. Bulletin
9. Opinion Poll
10. Tele Conference and Video Conference

B – Write short notes on:

1. Grievance Interview
2. Exit Interview
3. Selection Interview
4. Appraisal Interview
5. Preparation of an interviewer/interviewee for an interview

6. Conduct of a meeting.
7. Preparation of a Chairperson/participant for a meeting.

C – Essay Type Answers

1. Define Conference, explain the various types of conference
2. What is the role of Public Relations department ?
3. Explain the advantages and disadvantages of Conference.
4. Explain Internal and External Public Relations .
5. Explain the various mechanisms of Internal and External Public.

Unit II -Business Correspondence

1. Draft letters promoting the sale of the following:
 1. A digital calculator
 2. A lending library
2. You wish to stock shoes in one of your store, draft an inquiry letter to a dealer.
3. You had ordered for some crockery set for your chain of hotels, some of the items were damaged in transit. Draft a complaint letter and also claim compensation.
4. You had purchased a refrigerator but found that it was not cooling properly. In spite of repeated complaints the dealer did not provide any after sales service. Draft a letter to the Consumer Grievance Cell in this regard.
5. You had applied for a driving license before three months but have still not received the license. Draft a RTI letter in this regard.

Unit III – Language and Writing Skills

- Q. 1 Draft the report of a committee appointed to study the feasibility of establishing a new factory unit in Thane.
- Q. 2 Draft the report of a committee appointed to investigate into various demands of workers in your factory.
- Q. 3 Draft a proposal by Infotec Ltd. about starting a certificate course in your college.
- Q. 4 Draft a proposal about starting a new fruit processing unit at Mahabaleshwar.

Q. 5 Summarize the following passage and give it an appropriate title:

At the beginning of the last century the job of a journalist was quite simple to define: it was someone – usually male – who earned their living by writing for a newspaper or periodical. No formal qualifications were required and many people agreed with the description of legendary newspaperman of the time H.L. Mencken that journalism was ‘a craft to be mastered in four days and abandoned at the first sign of a better job’. Since then the job itself has diversified to cover radio, television and online, and as its popularity as a career has grown, its status has changed from a craft to a profession, with a subsequent change in entry requirements. Many of the changes in journalism have come about because of changes in technology, from the invention of the telegraph to satellite links that connect different continents at the flick of a switch. The emphasis in the 21st century is on immediacy with live radio and television reports, Internet chats with world leaders, and news flashes delivered to mobile phones. Technological changes have also required changes in the working practices of journalists who are now expected to be multi-skilled. Newspaper journalists must also provide material for the online edition of their paper, while broadcast journalists are increasingly expected to supply material for radio, television and online services. But despite these changes, the fundamentals of journalism remain the same: to report events that affect society in an accurate and balanced way so that some understanding of the world we live in can be gained.