

**M J COLLEGE OF COMMERCE**  
**S.Y.B.Com (Semester 4) - Year 2021**  
**Business Communication**

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**Part -A**

**(15 Marks)**

- 1) *What is meant by public speaking? Discuss components of speech and how audience can be analysed. Also explain Do's and Don'ts of public speaking.*
- 2) *Prepare a sales letter on a newly launched 350 liters "Cool Fast" of a reputed Refrigerator company.*
- 3) *Prepare a Letter of Promotion on behalf of Mr. Ratan Joshi, Secretary of Rimzim Industries, Vadodara to Mr. Lokesh Shah who has been promoted from Jr. Marketing Executive to Senior Marketing Manager.*
- 4) *What is a questionnaire? Write a note on its characteristics and structure.*
- 5) *Prepare a questionnaire for Nova Mobile Company which is going to launch a new mobile phone in market. Prepare a questionnaire to conduct a pre launching survey on behalf of the company.*

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**Important Instructions:**

- *The assignment has to be written on single side of A4 size paper. Fancy paper should be avoided. The first page must contain personal details of the student as per last year format.*
- *The assignment has to be compulsorily submitted in plastic file.*
- *Assignment must be written in minimum 15 pages.*

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**Part -B**

**(15 Marks)**

1. *Explain the meaning of public speaking, characteristics of good public speaker, with this body language of speaker and method – impromptu speaking.*
2. *Justify the statement: “Sales letters is an Ambassador of businessman”*
3. *Prepare an interview letter on behalf of the Manager of Acrycil Industries, Bhavnagar inviting candidates for interview of Junior Engineer in the company.*
4. *On behalf of a committee appointed by Jamba Industries Pvt. Ltd., prepare a feasibility report for establishing a new plant in Gujarat. You can add more than two locations, their feasibility, issues, recommendations etc. (Assume necessary details)*
5. *Write a questionnaire on reading habits of college students.*

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