

(i) Printed Pages : 2

Roll No.

(ii) Questions : 7

Sub. Code :

1	7	5	6	6
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Exam. Code :

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B.A. / B.Sc. (General) 6th Semester

(2056)

FUNCTIONAL ENGLISH

Paper : Office Communication for Business

Time Allowed : 3 Hours]

[Maximum Marks : 45

Note :- (1) Attempt five questions in all.

(2) All questions carry equal marks.

1. Write a letter to a valued customer apologising for the delay in installation of an air conditioner purchased from your company and assure prompt service and improved coordination in future. You are the Service Manager of an electronics firm. 9
2. Prepare a survey report analysing the falling demand for your company's smart home devices in the local market. Identify major causes and recommend practical corrective measures. 9
3. Draft a notice for a meeting of sales supervisors to discuss strategies for achieving annual sales targets. Prepare the agenda, minutes of the meeting and one resolution to be adopted. 9
4. Write an application along with a detailed CV in response to a newspaper advertisement for the post of Technical Support Executive in a multinational company. 9

5. What guidelines should be followed while handling online customer enquiries through phone and email? Explain how clarity, tone and product knowledge contribute to effective communication. 9
6. Write short notes on any three of the following:
- (1) Role of communication in customer relations
 - (2) Handling customer complaints
 - (3) Importance of feedback in business
 - (4) Importance of body language in meetings
 - (5) Writing office memos and notes 9
7. Write **20-30** words each on any **nine** of the following:
- (1) GST
 - (2) Brand Loyalty
 - (3) E-Commerce
 - (4) Tariff
 - (5) Minutes
 - (6) Market Share
 - (7) Consumer Awareness
 - (8) Business Ethics
 - (9) Public Relations
 - (10) Advertisement
 - (11) Agenda
 - (12) After-Sales Service
 - (13) Demonetisation
 - (14) Grapevine 9