

Class: FYBCom

Prof. Madhavi M. Arekar
Subject: Business Communication [Sem I]

Topics: Unit 2- Business Correspondence

Unit 3- Writing Skills

Q. A Draft a Letter of Application with Curriculum Vitae in reply to the following advertisement:

'Wanted Accounts Manager for a Publishing House in Pune. Commerce graduates with computer knowledge and good communication skills will be preferred. Apply to The Personnel Manager, Shell Publishing Pvt. Ltd., Pune.'

- B. Mr. Arun Singh has been appointed as Assistant Sales Manager at Suraj Electricals Ltd., Tardeo, Mumbai. Draft a Letter of Acceptance on his behalf.
- C. Smart Software Pvt. Ltd., Hyderabad is looking for an experienced Computer Programmer. Apply with Curriculum Vitae.
- D. Ms. Sandhya Tiwari has been working with Hotel View, Mumbai since the past 10 years and would now like to resign from her post. Draft a Letter of Resignation on her behalf.

Q. A Draft an application letter with C. V. in reply to the following Advertisement:

"Reputed Engineering firm requires telephone operator. Applicants should be graduates of a recognized University having minimum one year experience in a similar capacity and must be capable of handling correspondence independently."

- B. Draft a letter of Job Acceptance on behalf of Mr. Khatri for the post of a Senior Supervisor in a multinational company.
- C. You have got admission for MBA in a reputed Management Institute. Draft a letter of resignation to your employer where you are working as an Event Manager.
- D. Mr. Rakesh Sinha, a new intern with Acme International has displayed exemplary presence of mind and decision making skills during a life threatening crisis that a guest at the hotel faced. Draft a letter of appreciation to him.

Q. Write a paragraph of about 150 words on any one of the following:

- i) Clean India Campaign
- ii) College Life
- iii) Plastic Ban
- iv) Time Management

Q. Read the following situation carefully and answer the questions given below:

Modern College had conducted a survey on the reasons why students find the subject of mathematics difficult. Some of the typical responses include statements like: "I don't like mathematics", "The teachers use difficult mathematical words which I don't understand"; "They teach in English language and I don't understand the language much"; "the students talk a lot in the

class and I am unable to hear the teacher as I sit on the last bench”; “ I don’t want to study maths in future” and so on . The Principal wishes to improve the performance of the students.

Q 1. Identify some of the barriers in the above passage

Q 2. Suggest ways of overcoming them.

Q. Read the following situation carefully and answer the question below

Mr. Ravi Shah, the newly appointed Branch Manager at Famous Banks believed that matters concerning the working of the bank must be routed through the various channels of hierarchy. He did not encourage staff to meet him. As a result a lot of time was spent in matters being dealt with at various levels of the hierarchy before finally reaching Mr Shah. This created dissatisfaction among staff, also delayed decision making affected the bank’s working.

Q.1 Identify and explain the problem in the channel of communication that Mr Shah practices

Q.2 How can the problems that the staff face be overcome, according to you?