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**Time : 2 Hours****BUSINESS COMMUNICATION AND ADVERTISING****Subject Code**

V	2	5	2
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**Total No. of Questions : 5****(Printed Pages : 3)****Maximum Marks : 50**

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**INSTRUCTIONS :** (i) Answer each question on a fresh page.

(ii) Write the number of question and sub-question clearly.

(iii) All questions are compulsory.

(iv) Figures to the right indicate full marks

1. (A) Complete the following statement with the most appropriate option, choosing from those given below it : 1
- (i) When a reader understands at a glance what the letter is all about with .....
- (a) Salutation
- (b) Confidential Notation
- (c) Caption Line
- (d) Complementary Close
- (B) Attempt the following in a word or a phrase : 1
- (i) It is essential for filing purpose in the receiving and sending companies.
- (C) Explain the following C's of a good business letter : 3
- (a) Clarity
- (b) Conciseness
- (c) Consideration
- (D) Explain any *five* psychological barriers of communication. 5

2. (A) Attempt the following question in a sentence : 1
- (i) What is LOCO ?
- (B) What is meant by “Sales Letter” ? 1
- (C) Explain the following terms with respect to the quotation : 3
- (a) 3%, 7 days.
- (b) At station
- (c) C.W.O.
- (D) Draw a neat pro forma of an order. 5

*Or*

Draw a neat pro forma of complaint letter.

3. (A) Attempt the following in a word or a phrase : 1
- (i) The usual prescribed period to send a notice in case of company meeting.
- (B) What is Agenda ? 1
- (C) State any *six* contents of meeting. 3
- (D) Explain any *five* advantages of Radio Advertisement. 5

*Or*

Explain any *five* tools of direct mail advertising.

4. (A) Attempt the following in a sentence or a word : 1
- (i) Name any *one* Aerial Advertising.

- (B) Write a short note on “Neon Sign”. 2
- (C) State any *four* functions of headline. 2
- (D) Explain any *two* essentials of a good slogan in Advertising. 2
- (E) Explain any *three* essentials of a good headline. 3
5. (A) Attempt the following in a sentence or a phrase : 1
- (i) What are logotypes ?
- (B) Write a short note on ‘Slogan’ in advertisement. 2
- (C) What is meant by “Profession” ? 2
- (D) Name the two institutes providing professional qualifications in advertising. 2
- (E) Explain any *three* departments of advertising agency. 3