



**C20-CCP-304**

**7300**

**BOARD DIPLOMA EXAMINATION, (C-20)**

**OCTOBER/NOVEMBER—2023**

**DCCP - THIRD SEMESTER EXAMINATION**

**BUSINESS COMMUNICATION**

*Time : 3 Hours ]*

*[ Total Marks : 80*

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**PART—A**

3×10=30

- Instructions :** (1) Answer **all** questions.  
(2) Each question carries **three** marks.  
(3) Answers should be brief and straight to the point and shall not exceed five simple sentences.

1. Distinguish between block form and indented form of address.
2. What is an enquiry letter?
3. State three differences between an offer and quotation.
4. State the contents of an order letter.
5. Name the situations when an order is cancelled.
6. List any three characteristics of a letter of claim.
7. Mention the circumstances when a complaint is made.
8. Define a circular letter.
9. List different stages of collection letters.
10. List any two differences between solicited and unsolicited application.

**PART—B**

8×5=40

- Instructions :** (1) Answer *any five* questions.  
(2) Each question carries **eight** marks.  
(3) Answers should be comprehensive and criterion for valuation is the content but not the length of the answer.

**11.** (a) Describe the essential qualities of a good business letter.

**(OR)**

(b) Draw the layout of a business letter and explain its parts.

**12.** (a) M/s Raju Enterprises, Kurnool is a newly established firm dealing with air coolers. In view of the coming summer season, the firm wishes to shock new varieties/brands. Draft a letter of enquiry to M/s Gopi and Son, Hyderabad.

**(OR)**

(b) Write a letter on behalf of M/s Ramaraj Textiles, Vijayawada to M/s Srinadh and Company, Madurai stating that the order of briefs and vests is cancelled due to the long delay in execution of the order.

**13.** (a) Messrs. Gopikrishna Agencies, Kakinada placed an order for supply of 15 Nos. Symphony Air Coolers on Messrs. Ramu Enterprises, Eluru. Draft a letter on behalf of M/s Gopikrishna Agencies claiming a refund as two coolers were partially damaged.

**(OR)**

(b) You have placed an order for the supply of white note books (100 pages) for the ensuing unit examinations. The Books have not been delivered even after the examinations. Draft a letter of Complaint.

**14.** (a) Draft a letter to Kapil Enterprises, Chandigarh regarding the payment of bill for ₹ 5,00,000 which is due for the past two months.

**(OR)**

(b) You have introduced Dove baby Soap recently in the market. Draft a circular letter to all the dealers informing the features of the product and other terms connected with dealership.

- 15.** (a) Ramakrishna Infrastructure Limited, Tirupathi, requires data entry operators. The candidate should possess any degree with Typewriting English Higher Grade, knowledge of computers and communication skills. Draft an application.

**(OR)**

(b) The Administrative Officer (HR), ISRO, Sriharikota invites applications for office assistants. Graduates with DCCP qualification are preferred. Draft an application.

**PART—C**

10×1=10

- Instructions :** (1) Answer the following question.  
(2) The question carries **ten** marks.  
(3) Answer should be comprehensive and the criterion for valuation is the content but not the length of the answer.

- 16.** You have received an order for the supply of 100 Nos. of Typewriters. You are not able to supply them within the limited time specified in the order. Draft a suitable reply expressing your inability to execute the order.

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