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SUBJECT CODE NO: - XX-3524
FACULTY OF COMMERCE AND MANAGEMENT
B.Com F.Y (Sem- II)
Examination March / April - 2023
I.T Application in Business-II

[Time: 2:00 Hours]

[Max. Marks: 50]

Please check whether you have got the right question paper.

N. B

- 1) Question No. 1 is Compulsory.
- 2) Attempt any Three questions from Q No. 2 to Q. No. 6

- Q1 A) Fill in the Blanks. 04
1. Communication is the of business
 2. Employees should encourage giving
 3. is the term updates by Twitter users.
 4. is the largest social media network in the world?
- B) Multiple Choice Questions. 04
1. Which of these must be avoided in business letters?
 - a) Polite words b) Formal words c) Abbreviations d) Clear details
 2. Which is not social media network?
 - a) Facebook b) Wikipedia c) Twitter d) LinkedIn
 3. The letter should be based on
 - a) Attitude b) You Attitude c) We Attitude d) My Attitude
 4. Why is it important to post to a blog?
 - a) It reduces the cost per blog post
 - b) Keep readers engaged
 - c) the social media marketing specialist
 - d) It allows more chances
- Q2 What is Communication? State the barriers of communication. 14
- Q3 Is the letter of application has an attractive beginning? What would be the introductory contain? 14
- Q4 Explain in details advantages and disadvantages of internet technology. 14
- Q5 Define Electronic Communication ? explain types of electronic communication. 14

Q6 Write a short note (Any two)

1. YouTube and Facebook
2. Types of Network
3. Format of Email