

SEAT No. _____



No. of Printed Pages: 02

[18]

SARDAR PATEL UNIVERSITY

B Com Semester II

English & Business Communication II UB02FCOM01

Monday, 25th April, 2022

09:00 am to 11:00 am

Marks: 60

Attempt **any four** from the following:

Que. 1 a). What is Communication? Examine in detail Attributes of Communication. (10)

Que. 1 b). Discuss 'Motivation' as one of the important objectives of Communication. (05)

Que. 2 a). Write a detailed note on the Process of Communication with diagram. (10)

Que. 2 b). Discuss 'Information' as one of the important objectives of Communication. (05)

Que. 3 Write short notes on the following: (15)

- 1) Correctness
- 2) Heading
- 3) Courtesy

Que. 4 Write short notes on the following: (15)

- 1) Body of the Letter
- 2) Reference Number
- 3) 'You' Attitude

Que. 5 a). On behalf of Slice Mobiles, Ahmedabad, draft a letter of inquiry to Dream Mobiles, Rajkot, asking about the price of newly launched mobiles and also request for the Credit. (08)

Que. 5 b). Anupama Creation, Surat has made an inquiry about the price and discount on Cotton dress materials. Draft a suitable reply. (07)

Que. 6 a). As the purchase manager of Sales India, Vadodara, dealing in electronic items, write a letter to Priya Electronics, Vapi, inquiring about the catalogue and price list for various electronic items. (08)

Que. 6 b). You are managing partner in firm, dealing in computer accessories in Patan. Draft a reply to an inquiry from Creative Mobiles, Mehsana, about credit and terms of sale. (07)

Que. 7 a). Place an order for Sports Shoes to Patel Sports, Anand, and insist on delivery within 7 days. (08)

(1)

(P.T.O.)

Que. 7 b). ABD Fashions, Valsad, have placed an order for Cotton Trouser and Casual Shirts with Fab Creations, Ahmedabad. The order is placed by mistake as the sufficient stock is available for the same. Draft a letter cancelling the order. (07)

Que. 8 a). On behalf of Rangeela Creations, Surat, place an order for various kinds of Kurits, and dresses to Ladli Dresses, Anand. (08)

Que. 8 b). An order is given by Shalin Bags, Bhavnagar for the laptop bags which you do not have in stock. Draft a letter offering substitute goods. (07)

—X—

②