

SEAT No. _____

No. of Printed Pages: 2

[1/A-I]

SARDAR PATEL UNIVERSITY
B Com SEM II Examination
English & Business Communication II UB02FCOM01
Tuesday, 04th October, 2022
09:30 am to 11:30 am



Marks: 60

Attempt **any four** from the following:

Que. 1 a). Examine in detail the Process of Communication with diagram. (10)

Que. 1 b). Explain 'Counseling' as one of the important objectives of Communication. (05)

Que. 2 a). What is Communication? Discuss in detail Attributes of Communication. (10)

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

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

- 1) Correctness
- 2) Signature
- 3) Inside Address

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

- 1) Enclosure
- 2) Courtesy
- 3) Date

Que. 5 a). Write a letter of inquiry to the Femina Creation, Ahmedabad, asking for information regarding prices of various kinds of Dress Materials. (08)

Que. 5 b). Draft a letter of inquiry received from Messrs. Shah & Bros., Mumbai, who have inquired about the price and discount on Mobile Accessories. (07)

Que. 6 a). You wish to buy variety of fountain and gel pens from Royal Stores, Surat. Write a letter of inquiry. (08)

Que. 6 b). As the Sales Manager of Mani Electronics, Rajkot, write a reply to a customer who has inquired about the terms and conditions on which you supply your goods. (07)

Que. 7 a). You are placing an order for the first time with Pyramid Industries, Vadodara, for some items of crockery. Draft the letter of order giving all necessary instructions. (08)

Que. 7 b). An order is sent by a prospective buyer for goods which you do not have in stock. Draft a reply to the buyer offering substitute goods. (07)

Que. 8 a). On behalf of Sales India, Patan, write a letter to Devidas Stores, Valsad, informing them that the order has been placed by mistake. In fact, you have sufficient stock and you do not require the goods. Draft a letter cancelling the order. (08)

Que. 8 b). You have received an order for Steel Furniture from one of your valued customers, but owing to some unavoidable circumstances you are unable to execute the order within the specified time limit. Write a letter to your customer asking for an extension of ten days to execute the order. (07)

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