

[A-5]



SARDAR PATEL UNIVERSITY  
B Com SEM II Examination 2010 Batch  
English & Business Communication II UB02FCOM02/04  
Thursday, 22<sup>nd</sup> September, 2022  
09:30 am to 11:30 am

Marks: 60

Attempt **any four** from the following:

Que. 1 a). Explain in detail Concept and Attributes of Communication. (10)

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

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

- 1). Clarity
- 2). Date as important part of Business Letter
- 3). Heading

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

- 1). Reference Number
- 2). Conciseness
- 3). Body of the Letter

Que. 5 a). Write a letter of inquiry to Patel Sports, Ahmedabad, asking about the price and discount on various sports items. (08)

Que. 5 b). You have received a letter of inquiry from Alpha Creators, Surat about the price and discount on Laptops. Draft a suitable reply. (07)

Que. 6 a). On behalf of K. R. Bags, Vadodara, draft an inquiry letter to Sharma Bags, Valsad. Inquiring for the catalogue and price list of School & College bags. (08)

Que. 6 b). You have received a letter of inquiry from Kids World, Bhavnagar, about the quotation for the supply of various toys. Draft a suitable reply (07)

Que. 7 a). As an owner of J. K. Furniture, Surat, place an order of Wooden Chairs with Nice Furniture, Valsad. (08)

Que. 7 b). Sales India, Rajkot have placed an order of Smart TVs with Akshar Electronics, Anand. But it has been found that the order has been placed by mistake. Draft a letter cancelling the order. (07)

Que. 8 a). On behalf of Looks Garments, Ahmedabad, draft a letter to Creative Fashions, Mehsana, placing an order for Formal & Casual Shirts. Emphasis on prompt delivery within 07 days of reception of order. (08)

Que. 8 b). An order is placed by your regular customer for Bluetooth Speakers which you do not have in stock. Draft a letter to the buyer offering substitute. (07)

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