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SARDAR PATEL UNIVERSITY

B Com SEM III Examination 2022

English & Business Communication III UB03ACOM71

Date: 10th November, 2022, Thursday

Time: 02:00 pm to 05:00 pm

Total: 70 Marks

Que. 1 Attempt the following questions: (any three) (18)

- 1). What was the ritual that was followed each time an accused was presented in the king's arena?
- 2). Why did Della want to save money? How did she save money?
- 3). How does the author describe the place where the astrologer sets up shop?
- 4). The Character of the Republican Sniper
- 5). The Character of the Black Boy
- 6). The Description of the King's Arena

Que. 2 a). Write a note on the following: (any one) (07)

- 1). The Character of the Astrologer
- 2). The Ending of the Story, The Gift of the Magi

Que. 2 b). Read the following passage carefully and answer the questions that follow: (10)

The National Dairy Development (NDDB) is entering not just the coffee market but also the tea one through the Gujarat co-operative Milk Marketing Federation (GCMMF) with a range of product bearing the Amul brand name.

In the middle of the August 1998, the coffee brand had discussed at Anand the possibility of NDDB entering the instant coffee market. The discussions had been held between coffee Board chairman, S. V. Rangabath and the NDDB chairman Verghese Kurien. NDDB's managing director Amrita Patel and GCMMF managing director B M Vyas were also present.

Now, the Tea Board of India and a Federation of Small Tea Growers Co-operative from Tamil Nadu have proposed a similar alliance with GCMMF for a project under the Amul brand name.

GCMMF's chairman Verghese Kurien and managing director B M Vyas told The Economic Times that talks in this regard were on with the Tea Board, the Tamil Nadu based Federation of small Tea Grower's Co-operatives and some other organisations from the north-east states. GCMMF is said to be looking at all three major segments. CTC teas, Dust teas and Darjeeling teas.

C.P.T.O.)

The market penetration strategy may be one of distributing tea in pouches under the Amul brand name through small tea-shops. A final decision would, Mr. Vyas said, be taken soon by the GCMMF board as this segment provided an excellent opportunity for growth.

The strong brand name of Amul and its extensive marketing network has attracted the coffee and tea commodity boards to discuss GCMMF's entering both these markets.

For the coffee market, instant coffee along with the entire range of coffee product is under active consideration.

Questions :-

- (1) How will NDDB enter into coffee and tea market?
- (2) Which institutions are seeking alliance with GCMMF for a tea project.
- (3) Which are the three important segments in tea business?
- (4) Which kind of coffee is under active consideration?
- (5) What is the full form of NDDB and GCMMF?

Que. 3 Attempt **any two** from the following: (18)

- 1). Examine in detail the Semantic Barriers to Communication.
- 2). Write a detailed note on Downward Communication.
- 3). Explain in detail Physical Barriers to Communication with the help of suitable illustrations.
- 4). Discuss in detail Grapevine as an Informal Channel of Communication.

Que. 4 Attempt **any two** from the following: (17)

- 1). On behalf of Shreyansh Electronics, Valsad, draft a letter of complaint to Sales India, Vadodara, for receiving damaged goods.
- 2). You have received a complaint letter from your customer about the inferior quality of goods supplied by you. Draft a suitable adjustment for it.
- 3). On behalf of Patel Sales Corporation, Ahmedabad, write a collection letter to notify Messrs. Shah Brothers, Surat, who have failed to pay their bill on the due date.
- 4). Even after your reminder the customer has not paid the bill which has been due from three weeks. Draft a second reminder to the customer.

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