SARDAR PATEL UNIVERSITY

BCOM (EXTERNAL COURSES) FIRST SEMESTER EXAMINATION

(New Course) 2020-2021

Friday, 16 July 2021

10:00 AM to 12:00 PM

(UBE1ACOM01) English & Business Communication-I

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Q-1		Attempt the following:	18
	2	Why did Mr Tulliver wish to give his son a good education? How did Tom Tulliver come to be the master of Dorlcote Mill? What happened on that morning of a dark cold November day? OR	
Q-1	2	Attempt the following: Describe the end of Tom and Maggie. Why did Maggie run away to the gipsies? Describe Mr Tulliver's ruined condition.	18
Q-2(A)		Write a paragraph on: COVID-19 Pandemic	07
Q-2(E	3)	Fill in the blanks with the most suitable word given in brackets.	05
	2 3 4	Pooja went to the with her yesterday. (fare, fair) Please my suggestion. (accept, except) My grandmother told me an interesting (story, storey) We should every day. (pray, prey) I a new laptop for rupees 30000. (bought, brought)	
Q-2(C	")	Fill in the blanks with appropriate forms of the verbs given in brackets.	05
	2	I (see) a movie yesterday. She (watch) the television now. Priti (go) to the gym every Sunday. My father (be) sixty next year. Have you (write) the letter?	
		OR	
Q-2(A	١)	Write a paragraph on: Advantages and Disadvantages of On-Line Education.	07
Q-2(B	3) 1 2 3	Rewrite the following sentences with the appropriate modal auxiliaries. It rain tomorrow. (should, may) You come in now. (can, might) We obey the law. (would, must)	05

4 5	The phone is ringing. It be Hiren. (can, must) It looks nice outside we go for a walk? (shall, should)	
Q-2(C)	Do as directed.	05
1 2 3 4 5	If I get that job, I a lot of money. (use appropriate form of the verb 'earn') If he tried harder, he would reach his goals. (Use 'unless' in place of 'if') If they had come earlier, they would have got the project.(Begin with Had) If you in the lake, you will get cold. (use appropriate form of the verb 'swim') If I from France, I could speak French.(were, are, was)	
Q-3(A)	Discuss the Process of Communication in detail with a suitable diagram.	09
(B)	Write short notes on: 1. Order as an objective of communication 2. Inside Address in a business letter	08
	OR	
Q-3(A)	As a retailer you are interested in various models of LED televisions manufactured by Skyblue Electronics Ltd., Chennai. Draft a letter of inquiry about the product range, price, discount and other terms of business.	09
(B)	Draft a letter from Atlas Pvt. Ltd. giving quotations of bicycles in reply to an inquiry made by LPK Cycles Stores, Jalandhar. State terms of payment and indicate that the offer is firm for 15 days only.	08
Q-4(A)	New Style Stores, Surat are much impressed by quotation of 'Executive' leather bags offered by Reliance Bags, Hyderabad. On their behalf draft the letter placing the order with Reliance Bags, Hyderabad.	09
(B)	Shah Trading Company, Bharuch have received an order for air-conditioners from Mohan and Sons, Himmatnagar. They are not in a position to supply the goods in the time suggested. Write a reply on behalf of the Shah Trading Company asking for 10 more days to deliver the goods. OR	09
0.4(4)		
Q-4(A)	Dashing Cloth Stores, Mumbai express regret at being out of stock of a particular brand of suiting ordered by Red Shine Cloth House, Vadodara. They expect a fresh supply within a month. But if the customer cannot wait so long, they can supply as substitute another brand (sample enclosed), cheaper and slightly inferior in quality. Draft a suitable letter on behalf of Dashing Cloth Stores, Mumbai to the customer.	09
(B)	Prithvi Water World, Mumbai, have received a large order for 'Prithvi water filters' from Himalaya Pvt. Ltd. They are not in a position to execute the order fully but they can execute the order partially. Draft the letter on behalf of Prithvi Water World informing the customer about it.	09

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