

SEAT No. _____

No. of Printed Pages: 02

[A-39]

SARDAR PATEL UNIVERSITY
S Y B Com External Examination
Saturday, 24th July 2021
02:00 PM to 04:00 PM

EN-202 English & Business Communication II

Total Marks: 70

Note: Figures to the right indicates full marks:

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|--------|---|----|
| Q.1 A) | Examine the opening of David Copperfield by Charles Dickens. | 09 |
| B) | Write a note on the relationship of David and Emily. | 08 |
| OR | | |
| Q.1 A) | Explain in detail David's and Steerforth's visit to Yarmouth. | 09 |
| B) | What happened to David after his mother's death? | 08 |
| Q.2 A) | Define Upward Communication and what are the limitations of Upward Communication? | 10 |
| B) | Write a short note on Physical Barriers to communication. | 08 |
| OR | | |
| Q.2A) | Write a note on how does the Grapevine operates in an organization and the importance of Grapevine Communication. | 10 |
| B) | Write a short note on Semantic Barriers to communication. | 08 |
| Q.3A) | Draft a memorandum from the Head, HR Department to an employee asking to submit her monthly work report within the stipulated time. | 09 |
| B) | Mr. Can Yaman has received, in damaged condition, the Toy Car he had ordered for the birthday present to his daughter. Expressing his disappointment, he writes to the seller asking for its quick replacement. Draft the letter. | 08 |
| OR | | |
| Q.3A) | In spite of your several reminders, the customer has neither paid the amount nor has replied to them. Write a threatening letter for the legal action if the amount is not paid in a week. | 09 |
| B) | On behalf of Mr. Ronit Roy, write a letter to the Bank Manager, Bank of Baroda, Poona, requesting to stop payment of the cheque. | 08 |
| Q.4A) | You have been offered the sole agency for the whole Gujarat for the popular brand of Silk Saree. You are willing to act as an agent but you are not satisfied with the terms and conditions offered. Draft a suitable letter. | 10 |
| B) | Write a letter for the Life Insurance Corporation of India intimating a | 08 |

policy-holder about the maturing of his policy and specifying the procedure to be observed for claiming the amount endowed under the policy.

OR

Q.4A) Draft a tactful letter to an agent drawing an attention to a decline in his sales and insisting that he should forward his reports more regularly. 10

B) A factory belonging to Messrs Sharma Bros., Bombay, damaged by fire. The Insurance Company appoints a surveyor with whose conclusions they do not agree. Draft a letter on behalf of Messrs. Sharma Bros., requesting the Insurance Company to have second survey conducted by a surveyor of their choice. 08

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