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SARDAR PATEL UNIVERSITY

BCOM (EXTERNAL COURSES) SECOND SEMESTER EXAMINATION

(New Course) 2020-2021

Thursday, 15 July 2021 02:00 PM to 04:00 PM

(UBE2ACOM01) English & Business Communication-II

	NOTE: Figures to the right indicate full marks to the questions concerned. Marks: 70				
and the angle of charles (1921) and a fine transport of the transport of t		Attempt the following:	17		
	1	Describe the king in the story The Lady, or the Tiger and the attitude of the people who gathered on the day of Trials. Why did Della want to save money and how did she save money?			
	3	How does the author describe the place where the astrologer sets up his shop?			
OR		OR	17		
	Q-1	Attempt the following:	17		
	1 2 3	Why was Della unhappy on Christmas Eve? Describe in brief the sniper's ruse to kill the other sniper. What happened when the black boy went to the grocery store by himself for the first time?			
	Q-2(A)	Explain the importance and limitations of Upward Communication in detail.	18		
	Q-2(B)	Write a note on: Wrong Choice of Medium as a barrier to communication			
	OR				
	Q-2(A)	Explain the importance and limitations of Horizontal Communication in detail.	18		
	Q-2(B)	Write a note on: Semantic barriers to communication			
	Q-3(A)	Acharya House, Mumbai have received a complaint from Rathod Steel Furniture, Bhavnag pointing out that steel furniture they had ordered for a special occasion has arrived in damaged condition. Though the fault is of the transport company, Acharya House decides replace the damaged furniture immediately. Draft a suitable reply to the customer on behavior of Acharya House, Mumbai.	to		
	Q-3(B)	Messrs. Pandya & Sons, Vadodara, have not paid a balance of Rs. 95,000 in spite of your repeated reminders. Make an appeal to their credit reputation and urge them to honour the obligation within ten days.	our eir		
		OR			



- Q-3(A) On behalf of Narayana Export Firm in Mumbai, write a letter to Navjivan Silk Mills, 17 Ahmedabad, complaining that the silk sarees sent by them do not correspond in colours and designs to the samples selected by you. Holding consignment at your disposal, ask for immediate replacement in view of your urgent export commitments.
- Q-3(B) A customer of your bank has applied for a loan of Rs. 5,00,000 against an old building and some shares. As the manager of the bank, write a tactful reply regretting your inability to grant the loan applied for.
- Q-4(A) Prepare a memorandum to an office assistant taking disciplinary action against him for 18 leaving the office early.
- Q-4(B) On behalf of Time Travel Ltd., Delhi, draft a letter to Smith Watch Company, Jaipur, offering them the sole agency for their Time Travel gents' and ladies' wrist watches for the state of Rajasthan. Clearly specify the terms on which the agency is being offered.

OR

- Q-4(A) One of the employees, New Era Electronics Pvt. Ltd., Bhopal, is doing some independent 18 business of his own. Prepare a memorandum seeking his explanation.
- Q-4(B) Draft a letter on behalf of the Life Insurance Corporation of India to a policy holder who wished to surrender his policy, dissuading him from doing so.