

SEAT No. _____

[A-57]



No. of Printed Pages: 1

SARDAR PATEL UNIVERSITY
SY B Com (External) Examination
English & Business Communication II EN-202
Monday, 25th April, 2022
12:00 pm to 02:00 pm

- Marks: 70
- Que. 1 a). What happened to David after his mother's death? (09)
b). Write a note on the opening of the novel David Copperfield. (08)
Or
- Que. 1 a). Describe David's meeting with Dora. (09)
b). Write a note on: David Copperfield's Friends. (08)
- Que. 2 a). Define Downward Communication. Explain importance and methods of Downward Communication. (09)
b). Write a note on Semantic Barriers to Communication. (09)
Or
- Que. 2 a). Write a detailed note on the Grapevine Communication. (09)
b). Write a note on Physical Barriers to Communication. (09)
- Que. 3 a). As the HR Head of Kaya Limited, Surat, draft an office memorandum warning an employee for frequently coming late to the office. (09)
b). Sales India, Ahmedabad has received some of the Dry Irons in damaged condition ordered by them. Draft a letter of complaint to the J K Electronics, Surat informing them about the damages and asking for suitable adjustment. (08)
Or
- Que. 3 a). Auro Pipes, Vadodara have not paid long overdue bills in spite of several reminders. Write a threatening letter for the legal action if the amount is not paid in a week. (09)
b). On behalf of a customer, write a letter to the bank manager, State Bank of India, Anand, requesting to stop payment of a cheque. (08)
- Que. 4 a). Draft an application letter on behalf of Nice Steel Furniture, Bharuch, to Priyansh Furniture, Rajkot for obtaining the agency for the whole range of steel furniture giving necessary details. (09)
b). Mr. Kiran Parekh is policy holder of the Life Insurance Corporation of India. He is facing financial crisis at the present. He wants to seek a loan against his policy. Draft a letter to the insurance company asking for a loan against his policy. (09)
Or
- Que. 4 a). Draft a letter on behalf of the Principal reprimanding the agent for low sales in their area. (09)
b). Write a letter on behalf of Avankita Mills Limited, Valsad, to the General Insurance Company, Valsad, requesting them to settle the claim in respect of goods destroyed by fire giving full details. (09)

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