

[A-S6]



SARDAR PATEL UNIVERSITY  
SY B Com (External) (New Course) Semester II  
English & Business Communication II UBE2ACOM01

Monday, 25<sup>th</sup> April, 2022

12:00 pm to 02:00 pm

Marks: 70

- Que. 1 Attempt the following questions: (17)
- 1). What was the ritual that was followed each time an accused was presented in the king's arena?
  - 2). What did Della decide to do in order to buy a gift for her husband?
  - 3). What are the professional equipments that the author is talking about? Give an account of how the astrologer prepares himself for his day.
- Or
- Que. 1 Attempt the following questions: (17)
- 1). What happened when the black boy went to the grocery store by himself for the first time?
  - 2). What did the sniper do to nurse his wound once he realized he had been hit?
  - 3). Why had the king thrown the princess' lover into the prison?
- Que. 2 a). Write a detailed note on the Upward Communication. (09)
- b). Write a note on Physical Barriers to Communication. (09)
- Or
- Que. 2 a). Examine Grapevine as an informal channel of Communication. (09)
- b). Write a note on Semantic Barriers to Communication. (09)
- Que. 3 a). You have place an order for smart watches to Time Zone, Ahamedabad. After receiving the order you found that some of the watches are in damaged condition. Draft a suitable complaint letter. (09)
- b). In spite of several reminders Creative Art, Anand has not paid the bills. On behalf of Galaxy Creation, Vadodara. Write a letter making final appeal to them. (08)
- Or
- Que. 3 a). Royal Sales, Surat, have received a consignment of plastic toys from Toy Care, Vadodara. As from the proprietor of Royal Sales write a letter of complaint to the suppliers informing them of the wrong goods they have received. (09)
- b). Write a letter to the Branch Manager, Bank of Baroda, Surat, asking for a loan of Rs. 10,00,000 for your business. (08)
- Que. 4 a). Draft a memo warning an employee for his habit of reading newspapers and magazines during office hours. (09)
- b). Draft an application letter on behalf of Saregama Sales, Surat, to Neo Mobiles, Ahamedabad, for obtaining the agency for the all kinds of mobile accessories giving necessary details. (08)
- Or
- Que. 4 a). Prepare a memorandum granting permission to an employee to join a diploma course in finance. (09)
- b). There is a great loss due to fire in your company. Draft a letter to the insurance company claiming for the losses. (08)

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