

SEAT No. _____

No. of Printed Pages : 3

[13]

Sardar Patel University
SYBA: SEM-III (CBCS) (REG. & NC)
UA03AECC21 – Corporate Communication -I
Monday, 4th January, 2021, Time: 10.00 am to 12:00pm

Total Marks: 60

Q 1. Attempt the Following Multiple Choice Questions.

(20)

- 1) The word 'Communication' comes from the Latin word _____.
 - a) Communicate
 - b) Communicare
 - c) Communis
 - d) Commonucare
- 2) In business communication _____ of facts is absolutely necessary.
 - a) Absurdity
 - b) Completeness
 - c) Clarity
 - d) Mistakes
- 3) Don't speak in a nasal tone and stress the key words properly are the part of _____.
 - a) The use of Voice
 - b) Eye Contacts
 - c) The study of Gesture
 - d) The study of the Posture
- 4) Which is the first step of preparing presentation?
 - a) Developed Main theme
 - b) Arrange logically and in sequence
 - c) Practise
 - d) Collect all relevant information
- 5) Pointing at someone with the index finger is also the bad manners in _____.
 - a) Posture
 - b) Gesture
 - c) Eye Contact
 - d) none
- 6) Which among the following are the principles of Communication?
 - a) Clarity
 - b) None of these
 - c) Courtesy
 - d) A & B
- 7) What gives an idea to the despatch clerk while making a note in the inward/outward register?
 - a) Reference Number
 - b) The Date
 - c) The Subject Line
 - d) None
- 8) 'The apple doesn't fall far from a tree' means _____.
 - a) Success comes to those who deserve it least.
 - b) Time is valuable and should not be wasted.
 - c) There is an established way of doing things.
 - d) Children resemble their parents.
- 9) Which part is written two spaces below the salutation and in the centre of the letter paper?
 - a) The Inside address
 - b) The Subject Line
 - c) The Attention Line
 - d) None
- 10) Which types of letter is a postal commercial traveler?
 - a) Sales Letter
 - b) Order Letter
 - c) Collection Letter
 - d) Adjustment Letter
- 11) Find the proverb of 'Success comes to those who deserve it least.'
 - a) The die is cast.
 - b) The best things in life are free.
 - c) The devil looks after his own.
 - d) None.

[13]

[P.T.O.]

- 12) The Body of a Sales letter should have at least _____ paragraphs.
a) Two b) One c) Four d) Three
- 13) The relationship between two communicants is friendly then _____ form is used.
a) The Semi-block b) The Indented
c) The Hanging Paragraph d) The Demi-official form
- 14) Which is the specifying the objectives of the presentation?
a) To Represent b) To Sell c) To Entertain d) All a,b and c
- 15) 'The more you have, the more you want' means _____.
a) People have a constant desire to possess more. b) A person is judged by their actions.
c) Time is valuable and should not be wasted. d) None of these.
- 16) What we called when receiver received the message?
A) Idea b) Decoding c) Channel d) Feedback
- 17) Which types of letter is denote the feelings of sorry and regrets?
a) Complaint letter b) Reply letter c) Execution of the Order letter d) Adjustment letter
- 18) What among the following means the name and complete address of the person to whom the letter is to be sent?
a) Inside Address b) Reference line c). Heading d) Salutation
- 19) What among the following is the assent of the writer to the subject matter of the letter and is a practical necessity?
a) Subject b) Enclosure c) Signature d) Subject
- 20) What kind of order may be placed by the customer if they are satisfied with the trial order?
a) Conditional order b) Change the order c) Partial order d) Repeat and routine order

Q. 2. Draft a letter to Hindustan Watch Company, Mumbai – 1, asking for a copy of their latest catalogue. State that you propose to stock watches for sale. Ask for their best trade terms for the supply of their watches and clocks.

You have received a consignment of Juices, Mango-pickles and Tomato-sauce in a damaged condition, supplied by Saras Foods factory, Nadiad. Write a letter of complaint and make a claim for the loss suffered by you.

OR

(15)

Q. 2. Draft a Sales Letter Advertising a Certain Brand of Tea.

Apna Stores, Baroda, are much impressed by 'The Executive' leather briefcases advertised by Goldfilled Leather Works, Kolkata. They place a trial order for 50 brief-cases on 30 days credit. Reproduce the letter placing the order.

Q.3. Short Question ANY FIVE out of TEN

(25)

- 1) Format of a Presentation.
- 2) Presenting with Visual aids
- 3) Any three principles of Letter writing
- 4) Memo and its usefulness
- 5) Four Functions of Sales letter.
- 6) Preparing Presentation Material
- 7) Features of Sales Letter.
- 8) Persuasion.
- 9) Body language
- 10) Solicited and Unsolicited letter.

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