

SEAT No. \_\_\_\_\_

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[A-42]

SARDAR PATEL UNIVERSITY

F Y B COM - EXTERNAL

ENGLISH AND BUSINESS COMMUNICATION-I EN-101

27/04/2018 FRIDAY 2.00PM to 5.00PM MARKS-100

Q-1 Answer the following questions:

(20)

- (1) Why did Simon hurry on after seeing the man beside the shrine? What made him return to him again?
- (2) What was it that made the lady look unsecretarial?
- (3) Why was the girl startled when Rosemary invited her to tea at her house?
- (4) Give your opinion on the treatment meted out to the Johnsons by their son.
- (5) The rocking horse played a symbolic role in the story. Say how?

OR

Q-1 Write short notes:

(20)

- (1) The statue of Sir Fredrick Lawley
- (2) The conditions of solitary confinement.

Q-2 (A) What is communication? Discuss Communication Cycle with appropriate diagram.

(10)

(B) Discuss in detail various attributes to communication

(10)

OR

Q-2 (A) Write three definitions of communication and discuss importance of FEEDBACK in the Process of Communication.

(10)

(B) Write detailed notes on the following objectives of communication.

- (1) Order
- (2) Raising Morale

Q-3 (A) Fill in the blanks with appropriate forms of the verbs given in the brackets (10)

- (1) I ----- this letter to please you yesterday. (write)
- (2) The rain ----- before I reached there. (start)
- (3) Janaki ----- pani-puri now. (eat)
- (4) When I reached the party plot, they ----- their dinner. (take)
- (5) Having finished the work, the students ----- to play. (go)
- (6) A barking dog ----- behind me. (to be)
- (7) I used to get up early when I ----- a child. (to be)
- (8) Milk is not in the cup. The cat ----- it. (must+drink)
- (9) My brother ----- me a pen with which I wrote my answer paper. (give)
- (10) The man by whose letter I was ----- was a respected person. (appoint)

(B) Fill in the blanks with appropriate modal auxiliaries given in the brackets. (05)

- (1) ----- God bless you, my son! (will, shall, may)
- (2) He ----- win the race next time. (shall, might, should)
- (3) ----- you please help me in this matter? (could, should, ought to)
- (4) She told me that he ----- give her some more chocolates. (should, could, would)
- (5) He ----- talk about nothing but movies. (should, need, will)

(C) Fill in the blanks with appropriate verb forms.

(05)

- (1) If they ----- proper guidance, they might have won the prizes. (have+get)
- (2) If I had free time, I ----- the exhibition. (will+visit)
- (3) If it is cold and rainy tomorrow morning, I ----- jogging. (go) <sup>not+</sup>
- (4) If you ----- in a different time period, which would you choose? (can+live)
- (5) If I ----- a new car, I will buy one. (need)

OR

[P. T. O.]

**Q-3 (A) Change the voice of the following sentences. (10)**

- (1) The cat killed the mouse.
- (2) The exhibition was opened by the Governor.
- (3) He will finish the work in a fortnight.
- (4) Why did your brother write such a letter?
- (5) We prohibit smoking.
- (6) They laughed at his warnings and objected to all his proposals.
- (7) Someone has picked my pocket.
- (8) One should keep one's promises.
- (9) Circumstances will oblige me to go.
- (10) My watch was lost.

**(B) Fill in the blanks with appropriate modal auxiliaries given in the brackets. (05)**

- (1) We ----- help the needy. (should, would, could)
- (2) He ----- be the clerk, I think. ( will, shall, could)
- (3) One ----- to be careful. (needs, will, would)
- (4) I ----- work hard to get first class this time. (have to, ought to, would)
- (5) The staffroom is empty. The teachers ----- be in the class rooms. (could, would, must)

**(C) Fill in the blanks with appropriate verb forms. (05)**

- (1) If he had reached in time, he ----- the child. (can+save)
- (2) If my room ----- larger, I would put a sofa in it. (to be)
- (3) If Rahil----- enough money, he would ask for a loan. (do+not+have)
- (4) If I were from Italy, I ----- Italian. (can+speak)
- (5) If I ----- a job soon, I will pay the money I owe you. (get)

**Q-4 (A) Write notes on : (10)**

- (1) The body of Business letter.
- (2) 'COURTESY' as lubricant oil to the wheels of business communication.

**(B) With reference to an advertisement in 'The Industrial Times', write a letter to J P Steel Industries Ltd. enquiring the prices and terms of sale for steel racks. (10)**

OR

**Q-4 (A) Write notes on: (10)**

- (1) The Date Line in Business letter.
- (2) Importance of CORRECTNESS in business letter.

**(B) Draft a letter to confirm a quotation sent earlier by mail, expanding the quotation and making the offer 'firm'. (10)**

**Q-5 (A) On behalf of Kamdhenu Builders, Ahmedabad place an order with Suresh Hardware and Paints, Maninagar, for wall putty, paints and mixers. Prepare an order for them mentioning the mode of payment and delivery of goods. (10)**

**(B) Biba Dresses, Bombay have received an order from Kalakruti, Townhall Road, Anand for different varieties of kurtis, readymade dresses and dress materials. Write a reply giving the time and mode of delivery. Also mention the mode of payment you prefer. (10)**

OR

**Q-5 (A) As a retailer, draft a letter to Rainbow Cotton World, Calcutta, placing an urgent order with them for cotton sarees for the forthcoming summer season. Draw their attention to the need for prompt delivery. (10)**

**(B) You have received an order for Ekatt dress materials of different designs and prints. As the cloth is not in stock, you request the customer to allow you more time for the execution of the order or to accept a substitute. Draft the letter. (10)**