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SEAT No. _____

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SARDAR PATEL UNIVERSITY

BCom (Sem - I) EXAMINATION

Thursday, 25 October 2018

10:00 am to 12:00 pm

Fundamentals of Communication in English

UB01FCOM01

- Note:
1. Figures to the right indicate full marks to the questions concerned.
 2. Your answers must be precise.
 3. Maximum Marks: 60

- Q-1 (A) Attempt the following: 08
- (i) Explain in brief the Attributes of Communication.
 - (ii) What is the importance of Feedback in Communication?

- (B) Write brief notes on the following: 07
- (i) Salutation in a business letter
 - (ii) The Complimentary Close

OR

- Q-1 (A) Write brief notes on: 08
- (i) Information as an objective of Communication
 - (ii) Advice and Counselling as objectives of Communication
- (B) Explain in brief: 07
- (i) Clarity and Courtesy in a business letter
 - (ii) *You* attitude

- Q-2 (A) As from Sugam Opticians, Indore write a letter of inquiry to Tendulkar and Sons, 08
- Mumbai stressing the size of the order to obtain the most competitive quotation.
- Ask for their best trade terms for the supply of metal and plastic frames
- (B) Sultan Chand & Sons, New Delhi have received an inquiry from the Fernandes Book 07
- Store, Panjim, Goa for the supply of a large order of books on Commerce and
- Management. Draft a reply to the letter offering the most competitive prices, terms and
- conditions.

OR

- Q-2 (A) Beauty Centre, Agra wish to purchase a variety of herbal cosmetics from Lotus Herbals 08
- Ltd, Chennai. On their behalf draft a letter of inquiry asking for the prices, terms and
- conditions for the supply of the products.
- (B) In response to an inquiry from the Manager, Shanti Club, Bangalore for the supply of 07
- a variety of sports equipment, draft a reply on behalf of Vinex Enterprises Pvt Ltd
- enclosing the latest catalogue, and offering the most competitive business terms and
- conditions for the supply of the goods.

(1)

(P70)

- Q-3 (A) As from the Proprietor, Krishna Wholesalers, Pune place an order for a variety of shawls and sweaters with Oswal Woollens, Ludhiana. 08
- (B) Whirlpool India Ltd, Gurugram have received an order for Home and Kitchen appliances from Aakash Sales, Rajkot. They are not in a position to execute the order promptly. As from the Sales Manager, Whirlpool India Ltd write a letter to the customer asking for extension of time to execute the order. 07

OR

- Q-3 (A) On behalf of Desktop Computers, Ahmedabad place an order for the latest computers and laptops with Conpaq Computers Corporation, Bangalore. Mention that the order should be executed within the stated time. 08
- (B) Bata Co. Ltd, Mumbai have received an order from Royal Shoe House, Vadodara for leather shoes of different sizes. On their behalf offer a substitute to the customer as the brand demanded by them is not available. 07

- Q-4 (A) Draft a letter on behalf of the Proprietor, Ajay Book Store, Relief Road, Ahmedabad to the Westland Publications, Connaught Place, New Delhi complaining that some of the books they have received are found to be defective. Ask for immediate replacement of the defective copies of books. 08
- (B) Sarika Textiles Ltd., Surat have received a complaint from Fancy Cloth Store, Nadiad about the inferior quality of cloth supplied to them. Draft a tactful response as from the Sales Manager, Sarika Textiles granting suitable adjustment. 07

OR

- Q-4 (A) Reliance Stores, Anand have received a consignment of dry fruits from Jenny Dryfruit Suppliers, Goa. As from the Proprietor, Reliance Stores write a letter of complaint to the suppliers informing them of the wrong goods they have received, and ask for replacement of the goods. 08
- (B) You have received a letter from your customer complaining of the delay in the execution of his order for raincoats and umbrellas for the ensuing monsoon. Draft a suitable reply to the customer explaining the circumstances which led to the delay. 07

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