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SARDAR PATEL UNIVERSITY

F.Y.B.Com. (Second Semester) On Demand Examination August 2023
English and Business Communication II UB02ACOM51 / 21

Date: 02/08/2023 Wednesday

Time: 02.00 PM to 05.00 PM

Marks: 70

Instructions: 1. Figures to the right indicate full marks.
2. Mention clearly the option you attempt.

Q-1.(A) What is communication? Write a note on the attributes of communication. **(10)**

(B) Write a note on Persuasion as an objective of communication. **(07)**

OR **(10)**

Q-1.(A) Explain how communication takes place in cyclical style transporting meaning successfully from Sender to Receiver and vice versa.

(B) Write a note on Counseling as an objective of communication. **(07)**

Q-2. Write notes on the following **(18)**

1. Inside Address – A regular part of a business letter
2. Reference Line – An occasional part of a business letter
3. Clarity – An essential quality of an effective business letter

OR

Q-2. Write notes on the following **(18)**

1. Complimentary Close – A regular part of a business letter
2. Carbon Copy - An occasional part of a business letter
3. Co-ordination - An essential quality of an effective business letter

(08)

Q- 3. (A) Jivan Sandhya Old People's Home, Anand wants to purchase some kitchen-wares from Adarsh Vasan Bhandar, Anand. Write a letter on their behalf making an inquiry for prices, catalogue, mode of transportation and mode of payment.

(09)

Q.3 (B) Vallabh Glass Pvt. Ltd., Vidyanagar have received an inquiry for varieties of glasses to be used as building material from Shobha Developers asking for price, discount and mode of payment. Draft a befitting reply to the inquiry.

OR

(08)

Q- 3. (A) Kalikund Builders, Anand wants to purchase stone frames for doors and windows from Rinku Mandana Choktha, Anand. Write a letter on their behalf making an inquiry for prices, catalogue, mode of transportation and mode of payment.

(09)

Q.3 (B) Aashirvad Medical Agencies, Anand have received an inquiry for various medical equipments from Aakanksha Hospital, Anand requesting them to let them know the terms of sale. Draft a befitting reply to the inquiry on their behalf.

P.T.O..

(09)

Q- 4. (A) Saraswati Education Centre, Anand right now is not in need of the electronic gadgets to be used as teaching aid for which they have placed an order with Aakar Agencies, Ahmedabad. Draft a letter on their behalf cancelling the order citing a reason.

(09)

Q.4 (B) Jay Mahakali Plywood and Sanitary, Bhavnagar receives a letter from Comfort Hotels Pvt. Ltd., Gandhidham placing an order for a brand of bathroom and toilet accessories that they do not stock. Write a letter on their behalf offering an appropriate substitute.

OR

(09)

Q.4 (A) Navbharat Emporium, Ahmedabad have received an order from Gayatri Clothes, Anand for varieties of cloths. Some of the varieties are not available with them. Draft a letter on their behalf informing them about their inability to execute the full order.

(09)

Q.4 (B) Gopal Packed Food Pvt. Ltd., Anand have received an order from Madhuras Food Parlor, Anand for varieties of packed food. Gopal Packed Food Pvt. Ltd. have no stock right now for certain reasons and they are not able to supply the goods in near future also. Draft a letter on their behalf declining the order stating a proper reason.
