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SARDAR PATEL UNIVERSITY, VALLABH VIDYANAGAR
B.Com. Sem II EXAMINATION, Aug.-2023
English & Business Communication-II [UB02ACOM71]

DATE : 21/8/2023 Wednesday

TIME : 2.00 p.m. to 5.00 p.m.

MARKS : 70

- NB: 1. Figures to the right indicate full marks
2. Indicate clearly the option you attempt

Q.1. Answer the following question : (ANY Three) 18

- What is the justification for O. Henry referring to the last leaf as Behrman's masterpiece?
- Who are the members of the Temple Construction Committee? Why was the grandfather chosen to serve on the Committee?
- Give a brief description of Radhey Mohan's appearance and profession.
- How is the vanity of human life stressed in the story of the taipan?
- Describe Scoresby's sudden rise to success.
- Where did the two girls live? Who were they? How did they become friends? How old was their friendship?

Q.2. Attempt ANY TWO from the following: 17

- Importance of Feedback in Business Communication
- Explain the Process of Communication with the diagram
- What is communication? Explain with various definitions of Communication.
- Attributes of Communication

Q.3. Attempt ANY TWO from the following: 18

- Body of the Letter
- 'You' Attitude
- Identification Initials
- Correctness

Q.4. Attempt ANY TWO letters from the following: 17

- Gajani Cosmetics Ltd. came to know from the ad on TV about the wide range of cosmetic products of the Royal Cosmetics. Write a letter of inquiry to display the product.

P.T.O.

2. Jay Hind Stationery Company Rajkot, has received a letter of inquiry for terms and condition about the purchase of stationery. Draft a favourable reply.
3. Recently your company has started marketing a new facewash 'Limelight'. Make voluntary offer to your old and prospective buyers.
4. You find that your regular customer has not placed a single order for the last four months. Write a suitable letter to him and make a firm offer for your newly manufactured oven.
