

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



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[15]

SARDAR PATEL UNIVERSITY  
B COM SEM II Examination (On Demand)

English & Business Communication II UB02FCOM01

Date: 02/08/2023, Wednesday

Time: 02:00 pm to 04:00 pm

Marks: 60

Que. 1 a). What is Communication? Write a detailed note on Attributes of Communication. (10)

Que. 1 b). Discuss 'Counseling' as one of the important objectives of Communication. (05)

Or

Que. 1 a). Examine in detail the Process of Communication with diagram. (10)

Que. 1 b). Discuss 'Warning' as one of the important objectives of Communication. (05)

Que. 2 Write short notes on the following: (15)

- 1). Heading
- 2). Reference Number
- 3). Conciseness

Or

Que. 2 Write short notes on the following: (15)

- 1). Courtesy
- 2). 'You' Attitude
- 3). Signature

Que. 3 a). On behalf of Saregama Mobiles, Anand, draft a letter of inquiry to Vijay Sales, Surat, inquiring for the catalogue and price list of newly launched Mobiles. (08)

Que. 3 b). In reply to an inquiry received from Janta Sales, Vadodara, write a letter enclosing a price list with terms and conditions on which you would like to supply various crockery items. (07)

Or

Que. 3 a). Draft a letter of inquiry to New Look Fashions, Rajkot, asking about the price and discount on dress materials. (08)

Que. 3 b). You have received a letter of inquiry from Modern Furniture, Ahmedabad, about the quotation for the supply of Wooden Chairs and Study table. Draft a suitable reply. (07)

Que. 4 a). Place an order for Semi-Automatic Washing Machines with Sales India, Anand. emphasis on prompt delivery within 07 days of reception of order. (08)

Que. 4 b). You have placed an order for Gel Pens and Fountain Pens with A One Stationery, Patan, after placing the order, you realized that the order has been placed by mistake. Write a letter cancelling the order (07)

Or

Que. 4 a). On behalf of Nice Beauty, Bhavnagar, place an order with, G. K. Cosmetics, Ahmedabad for a variety of Cosmetic items. (08)

Que. 4 b). You have received an order from IT Zone, Surat for Computer Accessories which you do not stock now. Offer a substitute. Persuade the customer to accept the substitute goods. (07)

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