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SARDAR PATEL UNIVERSITY
F.Y.B.Com. (Second Semester) Examination April 2023
English and Business Communication II UB02ACOM51 / 21

Date: 18/04/2023 Tuesday Time: 10.00 AM to 01.00 PM

Marks: 70

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

- Q-1.(A)** Explain the communication cycle with figure. (10)
(B) Write a note on Raising Morale as an objective of communication. (07)

OR

- Q-1.(A)** Give a definition of Communication and write a note on the characteristics of communication (10)
(B) Write a note on Motivation as an objective of communication. (07)

(18)

Q-2. Write notes on the following

1. Date – A regular part of a business letter
2. Subject Line – An occasional part of a business letter
3. Correctness – An essential quality of an effective business letter

OR

Q-2. Write notes on the following

1. Salutation – A regular part of a business letter
2. Enclosure - An occasional part of a business letter
3. Courtesy - An essential quality of an effective business letter

(18)

- Q- 3. (A)** Mahavir Home-Appliances, Ahmedabad wants to purchase some glass-wares and kitchen-wares from New Sunrise Traders, Mumbai. Write a letter on their behalf making an inquiry for prices, catalogue, mode of transportation and mode of payment. (09)

(B) Jhulelal Plywoods., Vallabh Vidyanagar receives a letter of inquiry from Kuldevi Hardware, Vadodara requesting to give the latest catalogue and price list of various types of plywood and to give information about the period of credit, mode of payment and mode of delivery. Write a befitting reply to the inquiry on their behalf. (08)

OR

- Q- 3. (A)** Sarvoday Readymade Clothes, Ahmedabad wants to buy varieties of clothes from New Style Suppliers, Surat. Write a letter of inquiry on their behalf. (09)

(B) Akash Electroincs, Vadodara has received a letter of inquiry from Sai Marketing, Ahmedabad. Write a letter on their behalf stating terms and conditions on which they would like to supply electronic goods and also sending their catalogue and latest price list. (08)

(P.T.O..)

[1]

(09)

Q.4 (A) Draft a letter on behalf of Nikhar Beauty Spa, Rajkot to Alankar Cosmetics, Ahmedabad requesting for changes in the order for various cosmetics and makeup paraphernalia already placed before.

(09)

(B) Sanket Sales India Ltd., Anand has received a letter from a school placing an order for electronic items such as LEDs, DVDs, Video Cameras and Water Purifiers. Write a letter on behalf of Sanket Sales informing the school about the delay in execution of order.

OR

(09)

Q.4 (A) Draft a letter on behalf of Nilkamal Furniture. Vadodara to Cello Plastic Pvt. Ltd., Ahmedabad cancelling their order for plastic chairs and tables. (09)

(B) Mahalaxmi Stationers, Surat receives a letter from Ajay Book Stores, Anand placing an order for ball pens that they do not stock. Write a letter on their behalf offering appropriate substitute.

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