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SARDAR PATEL UNIVERSITY
F.Y.B.Com. (Second Semester) Examination April 2023
English and Business Communication II UB02ACOM71

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 Write short notes on ANY THREE   (18)
1. The central idea of the story 'The Last Leaf'.
2. The theme of the story 'Diamond Rice'.
3. The end of the story 'The Only American from our Village'.
4. Scoresby's sudden rise to success.
5. Sketch the character of Taipan.
6. The last leaf as Behrman's masterpiece.

                                                                          (17)

Q.2 Attempt ANY TWO
1. Explain the process of communication with diagram.
2. What is feedback? Explain its importance in communication.
3. What is communication? Explain the attributes of communication.
4. Explain the importance of communication in business.

                                                                          (18)

Q.3 Attempt ANY TWO
1. Describe the following Regular Parts of a business letter
(a) Date (b) Inside Address (c) Salutation   .

2. Explain and illustrate the following Occasional Parts of a business letter.
(a) Reference No (b) Carbon Copy (c) Enclosure

3. Explain the following essentials of a business letter
(a) Correctness (b) Courtesy (c) Completeness

4. What is 'Body of a Letter'? Explain it with reference to 'Conciseness' and 'Clarity'.
                                                                          (17)

Q- 4. Attempt ANY TWO letters

1. Draft a letter on behalf of Gayatri Emporium, Anand to Rangoli Ready Made Materials, Ahmedabad making an inquiry for the prices and catalogue of various dresses and dress materials.

2. City Style, Surat received an inquiry for concession and discount on various summer wears from Satyam Collections, Anand. Draft a befitting reply to the inquiry.

3. Draft a letter on behalf of an electronic gadgets marketing agency making a firm seasonal offer.

4. Purohit Home-Appliance Agencies, Vadodara has organized a mega summer sale festival. Draft a letter on their behalf making a voluntary offer on selected products.

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