

SEAT No. _____
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SARDAR PATEL UNIVERSITY

B COM SEM II Examination

English & Business Communication II UB02FCOM01

Date: 18/04/2023, Tuesday

Time: 10:00 am to 12:00 pm

Marks: 60

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)

Or

Que. 1 a). Define Communication and explain in detail Attributes of Communication. (10)

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

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

- 1). Correctness
- 2). Heading
- 3). Inside Address

Or

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

- 1). Clarity
- 2). 'You' Attitude
- 3). Enclosure

Que. 3 a). Draft a letter of inquiry to Purohit Appliances, Anand, asking about the catalogue and price list of Refrigerators. (08)

Que. 3 b). You have received a letter of inquiry from Op Cosmetics, Valsad, about the price and discount on various cosmetics items. Draft a suitable reply. (07)

Or

Que. 3 a). On behalf of Classic Fashion, Ahmedabad, draft a letter of inquiry about the price and terms of sale for cotton dress material. (08)

Que. 3 b). Desktop Creators, Surat have received a letter of inquiry for the supply of various kind of computer accessories. Write your reply clearly stating discount and terms of sales. (07)

Que. 4 a). You are placing an order for the first time with Orange Bag House, Patan for School and College Bags. Draft the letter of order giving all necessary instructions. (08)

Que. 4 b). An order is placed by your regular customer for Ball Pens which you do not have in stock. Draft a letter to the buyer offering substitute. (07)

[15]

(P.T.O.)

Or

Que. 4 a). On behalf of Royal Furniture, Anand draft a letter to Mayur Steel Furniture, Vadodara, placing an order for various steel furniture. Emphasis on prompt delivery within 07 days of reception of order. (08)

Que. 4 b). You placed an order for Readymade Garment to New Style Traders, Valsad. But after placing an order you found that the sufficient stock is available. Draft a letter cancelling the order. (07)

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