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**SARDAR PATEL UNIVERSITY**  
**BCOM (GEN) SEMESTER II (CBCS- Regular) (NC)**  
**Saturday, 2<sup>nd</sup> April 2016**  
**02:30 pm to 04:30 pm**

**UB02FCOM01: English and Business Communication-II**

**Marks:60**

**Q-1** What do you mean by Process of Communication? Explain the Process of Communication with a suitable diagram. **15**

**Or**

**Q-1 Write notes on:** **15**

1. Information as an Objective of Communication
2. Advice as an Objective of Communication
3. Warning as an Objective of Communication

**Q-2** What are the essentials of an effective business letter? Discuss with appropriate examples to support your answer. **15**

**Or**

**Q-2 Writes notes on:** **15**

1. Heading in a business letter
2. Salutation in a business letter
3. Body of the letter in a business letter

**Q-3 A** BlueSky Fashion, Rajkot, wish to buy a variety of cosmetics from Cupid Cosmetics Ltd. Mumbai. Draft a letter of inquiry on their behalf. **07**

**B** Trend Setters Ltd, Anand, have received an inquiry from Pathan & Sons, Surat. Draft a reply on their behalf stating terms and conditions on which they would like to supply them ready-made garments for both men and women. Enclose catalogue and latest price list. **08**

**Or**

**Q-3 A** Draft a letter to Godrej Boyce & Co. asking for information about their steel furniture for your office. Give detailed specifications of your requirements. **07**

**B** Lee & Co., Bengaluru received a letter of inquiry for remote control toys from Rathod & Sons, Bhavnagar. Write a letter of reply mentioning favourable terms and reasonable quotations. **08**

**Q-4 A** Place an order for summer wears for both men and women with Stars **08**  
Company Ltd., Goa, stating that the goods will not be accepted if they  
are not received within stated time. Draft the letter.

**B** Your old customer Prithviraj Pvt. Ltd. Veraval, has placed an order for **07**  
Hero Ball Pens that you do not stock. Draft a reply to this letter  
expressing your inability to execute the order and offering a proper  
substitute.

**Or**

**Q-4 A** On behalf of Sunflower Pvt. Ltd., Nagpur, write a letter to the Bright **08**  
Plastic Production House, Chennai informing them that they had placed  
an order for plastic buckets last week by mistake. This is because they  
already have sufficient stock of the same. Write a letter cancelling the  
order.

**B** Alpha Home Appliances Company, Pune, have received a large order for **07**  
their 'Alpha' mini oven toast griller from Eagle Company Ltd. Agra, to be  
supplied within 10 days. They are unable to supply them within the  
stated period owing to heavy rains. Draft a letter asking for an extension  
of delivery period.

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