

(A-2) Seat No: \_\_\_\_\_

No. of Pages: 1

**SARDAR PATEL UNIVERSITY**  
**VALLABH VIDYANAGAR**

**F.Y. BCOM - Semester - II (UNDER CBCS) NC- EXAMINATION- 2016**

**UB02FCOM02/04: English & Business Communication - II**

**Date- 02/05/2016 MONDAY**

**Time- 10:30 AM to 12:30 PM**

**Total Marks -60**

**Instruction:** 1. Figures to the right indicates full marks.  
2. Keep your answer precise and to the point

Q- 1: [A] What is communication? Write any three definitions of it and discuss its attributes in detail. 10  
Q- 1: [B] Write short note: - 'ORDER' as an objective of communication. 05

**OR**

Q- 1:[A] Discuss in detail the process of communication with appropriate diagram. 10  
Q- 1: [B] Write short note: - 'INFORMATION' as an objective of communication. 05

Q - 2: Write short notes 15  
1. The Body of Business Letter  
2. Conciseness  
3. 'Courtesy' as lubricant oil to the wheels of business communication.

**OR**

Q - 2: Write short notes 15  
1. Salutation  
2. Clarity  
3. 'You' attitude

Q- 3: [A] Write a letter from Ganesh Tools Ltd. inquiring for the supply of various tools & values. 07  
Q- 3: [B] In reply to an enquiry for 'A' Grade Sugar, you offer quotation to Kishan Store, Nana Bazar. 08

**OR**

Q- 3: [A] Write a letter, on behalf of Megha Hosiery Mart, Anand to Tip Top Lingerie for various Hosiery items. 07

Q- 3: [B] Write a letter from Krupalu Stores, informing the customer that a catalogue has been sent and that the catalogue also contains usual business terms. 08

Q- 4: [A] Place an order in bulk for certain goods with the right to reject if delivered after more than 5 days of the date of order. 07

Q- 4: [B] You have received an order for the supply of various stationary worth Rs. 10,000/- from one of your customer but you are unable to execute the whole order. Partial execution is possible. Write a letter according to it. 08

**OR**

Q- 4: [A] On behalf of Ankita Kurtis, Anand place an order for cotton gowns and dress materialists, Kurtis. 07

Q- 4: [B] On behalf of Nice Steel Furniture, Anand, acknowledge an order for the supply of Steel & Wooden furniture for office and home. 08

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(1)