

(15 & A-5)

SEAT No. \_\_\_\_\_

SARDAR PATEL UNIVERSITY

No. of Printed Pages : 01

F Y B COM SEM-II CBCS-REGULAR Marks-60

ENGLISH AND BUSINESS COMMUNICATION-II UB02FCOM01

4/4/2018

WEDNESDAY

10.00AM to 12.00PM

Q-1 (A) What is Communication? Explain in detail the concept of it & its characteristics. (10)

(B) Discuss 'ORDER' as one of the important objectives of communication. (05)

OR

Q-1 (A) Discuss Communication Cycle in detail with appropriate diagram. (10)

(B) Discuss 'MOTIVATION' as one of the important objectives of communication. (05)

Q-2 Write short notes on the following. (15)

- (1) The Inside Address
- (2) 'COURTESY' as lubricant oil to the wheels of business communication.
- (3) Importance of 'CLARITY' in effective business letter.

OR

Q-2 Write short notes on the following. (15)

- (1) The body of business letter
- (2) 'YOU' attitude
- (3) Importance of 'CORRECTNESS' in effective business letter.

Q-3 (A) With reference to an advertisement in The Industrial Times, write a letter to Nice Steel Furniture, enquiring the prices & terms of sale, etc. (07)

(B) Write a letter to Shree Ganesh Tools Ltd, giving quotation for the supply of submersible pumpsets and electrical motors. (08)

OR

Q-3 (A) Draft a letter on behalf of Megha Hosiery Garments, Anand to supplier from Bomby enquiring about the price and time of delivery of cotton and hosiery nightwares for ladies, gents and children. (07)

(B) You are Managing Partner of a firm, dealing in soaps, shampoos and washing powder in Ahmedabad. Draft a reply to an enquirer from Anand furnishing quotations for a wide range of goods for middle class trade. (08)

Q-4 (A) Place an order for certain goods which you reserve the right to reject if delivered after more than 7 days of the date of order. State that special care should be taken in packing the goods. (07)

(B) The Hindustan Times, Morvi, have received an order from an Engineering company for 150 for table and wall electric clocks. The order did not specify colour or design. Draft a letter on behalf of the company acknowledging the order. Enclose the catalogue and ask tactfully for additional information you may need to execute the order properly. (08)

OR

Q-4 (A) On behalf of Shubhlaxmi, Anand, draft a letter to Rainbow Dresses, Delhi, placing an order for various dresses, choli, chaniya choli, kurtis, designer gowns, partywares and Indo-Western outfits. (07)

(B) Acknowledge an order of 250 dozen of Ujala brand detergent cakes and washing powder, regretting that you cannot supply them since you have discontinued the production of that brand. Make an alternative offer. (08)