

SEAT No. _____

No. of Printed Pages : 2

[A-9]

SARDAR PATEL UNIVERSITY
BCOM (SEM-II) (NC) EXAMINATION (2010 Batch)
2018

19 April, Thursday

10:00 am to 12:00 pm

UB02FCOM02/04- English and Business Communication-II

NOTE: Figures to the right indicate full marks to the questions concerned.

Marks: 60

- Q-1 Explain Concept, Definition and the Attributes of Communication in detail. 15
- OR
- Q-1 Discuss the Process of Communication with the help of a suitable diagram. 15
- Q-2 Write brief notes on: 15
1. Conciseness in a business letter
 2. Courtesy in a business letter
 3. Correctness in a business letter
- OR
- Q-2 Write brief notes on: 15
1. Heading in a business letter
 2. Inside Address in a business letter
 3. Body of the letter in a business letter
- Q-3 A As the Purchase Manager of Messrs. Varma Associates, Hyderabad, dealing in plastic items, write a letter to Prithvi & Sons Ltd., inquiring about the prices, terms and conditions on which company supplies the items. 08
- Q-3 B Creative Brains Ltd, Rajkot have received an inquiry from Rainbow Pvt. Ltd, Vadodara. 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. 07
- OR
- Q-3 A As the Proprietor of Saheli Dresses you want to inquire about ready made dresses at Radhe Suppliers in Chandigadh. Write a letter to the supplier inquiring about prices and terms of sale. 08
- Q-3 B Pooja Sun Glasses, Mumbai, have received an inquiry letter from New Generation Sun Glasses. Draft a reply from Pooja Sun Glasses, Mumbai, stating terms and conditions on which the company would like to supply them sun glasses. Enclose catalogue and latest price list with the reply. 07
- Q-4 A Mahanayak Stores, Noida are very much impressed by the quotation of 'Mahanayak Ball Pens' offered by Vidhyarthi Pens, V V Nagar. On their behalf draft the letter placing the order with Vidhyarthi Pens, V V Nagar. 08
- Q-4 B Sharma and Sons, Ahmedabad have placed an order for 1000 Cricket Bats with Anand Sports, Anand. But it has been found that the order has been placed by mistake. In fact, Sharma and Sons have sufficient stock. Draft a letter cancelling the order. 07

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[P.T.O.]

OR

- Q-4 A Shah Trading Company, Bharuch have received an order for air-conditioners from 08
Mohan and Sons, Himmatnagar. They are not in a position to supply the goods in the
time suggested. Write a reply on behalf of the Shah Trading Company asking for 10
more days to deliver the goods.
- Q-4 B Prithvi Water World, Mumbai, have received a large order for 'Prithvi water filters' 07
from Himalaya Pvt. Ltd. They are not in a position to execute the order fully but they
can execute the order partially. Draft the letter on behalf of Prithvi Water World
informing the customer about it.

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