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SARDAR PATEL UNIVERSITY

VALLABH VIDYANAGAR

Semester – II B. Com. (General & Honours) UB02FCOM01

English & Business Communication – II

Tuesday, 25 February 2014; 10.30 am - 12.30 pm

Marks: 60

Q. 1 [A] Explain the Process of Communication with a diagram. 10

[B] Write a brief note on 'Motivation' as an objective of communication. 05

OR

Q. 1 [A] Discuss Attributes of Communication. 10

[B] Write a brief note on 'Persuasion' as an objective of communication. 05

Q. 2 Write a short note on the following: 15

(a) Letterhead

(b) Correctness

(c) Courtesy

OR

Q. 2 Write a short note on the following: 15

(a) Salutation

(b) Complimentary Close

(c) 'You' attitude

Q. 3 [A] Write a letter to the Titan Watch Company, Near Bus Station, Anand asking for a copy of their latest catalogue. State that you propose to stock watches for sale.

Ask for the best trade-terms for the supply of their watches. 08

[B] Your class has decided to go for a picnic. Write a letter to the owner of a bus service, making enquiries. 07

OR

Q. 3 Draft a reply letter to your prospective customer who has enquired about the price and time of delivery of raincoats, overcoats and gumboots. **15**

Q. 4 On behalf of your college librarian, write a letter to Ajay Book Store, Mota Bazar, Vallabh Vidyanagar for placing an order for F Y B Com text books and references books. Specify the titles, publishers and authors of the books. **15**

OR

Q. 4 [A] Write a letter to Sanket Sales India, Anand, ordering the delivery of LG A.C.s for your new office. Ask them to deliver the goods within a week as summer has already started. **08**

[B] You have received an order from one of your regular customers regarding Parker Pens. Draft a letter offering him substitute goods of the same quality as Parker Pens are out of stock. **07**

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