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SARDAR PATEL UNIVERSITY
B.COM.SEMESTER-II(CBCS- Regular/NC)

Monday, 25th March 2019

10:00 a.m. To 12:00 p.m.

UB02ACOM21 : English & Business Communication-II

Total Marks : 60

Q.1. (A) What is Communication? Describe its importance with the help of some definitions. (10)

(B) Discuss "INFORMATION" as one of the important objectives of communication. (05)

OR

Q.1. (A) Describe the Process of Communication with appropriate diagram. (10)

(B) Write a note on "PERSUASION" as an objective of communication. (05)

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

1. Clarity
2. Heading
3. Identification Initials as an occasional part of a Business letter

OR

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

1. Importance of Courtesy in business letter
2. Signature as an important part of a business letter
3. Salutation

Q.3. (A) You have read an advertisement of table-fans in the Hindustan Times. As a dealer of electrical goods, draft an inquiry letter to BREEZEAIR FANS, Delhi, inquiring about the business terms and conditions. (08)

(B) The Sales Director, Pioneer Furniture Company, Hyderabad has received an inquiry for installing and supplying 1000 push-back chairs in a theatre at Nadiad. Submit a quotation on behalf of the Company. (07)

OR

Q.3. (A) Write a letter of inquiry to Perfect Stationery Suppliers, Surat. Ask for samples and price at which you can get foolscap writing paper, cartoon paper and ball pens. Inquire about the discount they would give. (08)

(B) Playmate Toy Co., Chennai received a letter of inquiry for musical toys from Gupta & Sons, Junagadh. Write a letter of reply mentioning terms of trade and quotation. (07)

(1)

(P.T.O.)

- Q.4. (A) Place an order for readymade garments with Sahyadri Dress House, Navi Mumbai, stating that the goods will not be accepted if they are not received in stipulated time limit. (08)
- (B) You have received an order for air coolers from one of your valued customers, but owing to some unavoidable circumstances you are unable to execute the order within the time frame. Write a letter to your customer asking for an extension of one week to execute the order. (07)

OR

- Q.4. (A) You have placed an order for snickers shoes by mistake on behalf of Fit Shoe Palace, V.V.Nagar, to Vostrich Shoe Co., Mumbai. Draft a letter to cancel the order. (08)
- (B) An order is sent by a prospective buyer for 500 Nilam Chairs which you do not have in ready stock. Draft a reply to the buyer offering substitute chairs. (07)

*****X*****
(2)