

[22/A-5]

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

No. of Printed Pages : 1

**SARDAR PATEL UNIVERSITY**  
**B Com II Semester Examination**  
**English & Business Communication II UB02FCOM01**  
**Saturday, 30<sup>th</sup> March, 2019**  
**10:00 AM to 12:00 PM**

Total Marks: 60

Note: Figures to the right indicates full marks:

- Que. 1 a). What is Communication? Explain in detail the Attributes of Communication. (10)
- Que. 1 b). Describe INFORMATION as one of the important objectives of communication. (05)
- Or
- Que. 1 a) Examine in detail the Process of Communication with diagram. (10)
- Que. 1 b). Describe COUNSELLING as one of the important objectives of communication. (05)
- Que. 2 Write short notes on the following: (15)
- 1). Clarity
  - 2). Heading as important part of business letter
  - 3). 'You' Attitude
- Or
- Que. 2 Write short notes on the following: (15)
- 1). Reference Number as essential part of business letter
  - 2). Courtesy
  - 3). Body of the letter
- Que. 3 a). On behalf of Prince General Store, Ahmedabad, draft a letter of inquiry to Messrs. Shah Bros., Surat asking about the price of Water bottles and also request for the samples. (08)
- Que. 3 b). You have received a letter of inquiry from MWB Bags, Mumbai, about the price and discount on laptop bags. Draft a suitable reply. (07)
- Or
- Que. 3 a). Draft a letter of inquiry to your supplier about the quotations and terms of sale for Pen Drives, and Hard Disks. (08)
- Que. 3 b). You are managing partner in firm, dealing in Mobile accessories in Ahmedabad. Draft a reply to an inquiry from Neo Mobiles, Patan, about credit and mode of delivery. (07)
- Que. 4 a). Place an order for Dry Irons to Gayatri Electronics, Surat, and insist on delivery within 10 days. (08)
- Que. 4 b). Write a letter from Santram Plastic, Nadiad, to Kyara Sales, Vadodara, requesting an extension of time in executing the order. (07)
- Or
- Que. 4 a). You placed an order for Cotton Jeans but after placing an order you found that the sufficient stock is available with you, cancel the order to your supplier. (08)
- Que. 4 b). An order is given by Excel Paints, Rajkot for the paints which you do not have in stock. Draft a letter offering substitute goods. (07)