

[A-5]

SEAT No. _____

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SARDAR PATEL UNIVERSITY

FYBCOM SEM-II (2010 Batch) Marks: 60

English & Business Communication-II UB02FCOM02/04

Time: 10.00AM to 12.00PM

Date: 28/03/2019 ,Day: Thursday

Q-1 (A) Explain the concept of Communication and discuss in detail various attributes of it. (08)
(B) Discuss 'Information' as an important objective of communication. (07)

OR

Q-1 (A) Discuss in detail the process of communication with suitable diagram. (08)
(B) Discuss 'Warning' as an important objective of communication. (07)
(15)

Q-2 Write notes on:

- (1) The Date line
- (2) Conciseness
- (3) 'YOU' attitude

OR

(15)

Q-2 Write notes on:

- (1) Salutation
- (2) Clarity
- (3) Courtesy

Q-3 (A) You read in the newspaper about the opening of Champion Sports House, Anand Vidya nagar Road, Near Big Bazar, Anand. You want to order some sports materials required by you. Write a letter, asking for their catalogue. (08)

(B) In reply to an enquiry for various flavours of Sarbat & Crush for upcoming summer season, draft a letter to Krishna Provision Store, Maninagar, Ahmedabad. (07)

OR

Q-3 (A) Draft a letter to J P Furniture, Borsad asking for a copy of their latest catalogue. You need wooden and steel furniture and matching curtains and other fancy furniture items for your new factory and office. (08)

(B) In reply to an inquiry for 'A' grade wheat, various dals and rice and spices, you offer quotations to Ambica Granary, Anand. (07)

Q-4 (A) On behalf of Kavita fashions, Anand, place an urgent order for cotton Kurtis required for the upcoming summer season. Draw their attention to the need for prompt delivery. (08)

(B) You are wholesaler in leggings and yoga pants and have received an order for Scott leggings and yoga pants. You do not have them in stock but can supply another variety of the same items which are quite as good. Write a letter regretting your inability to supply that brand your customer wants and inducing him to buy the ones you can supply. (07)

OR

Q-4 (A) Rahemat Stores, Paldi, Ahmedabad wants to place an order for various diet snacks and breakfast items to Laxmi Food, Baroda. Draft a letter. (08)

(B) Acknowledge a order for Shampoo, Soaps, Phinyle, liquid bleaching and confirm the order and state that it will be executed on the mentioned date in the order. (07)

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