

[A-49]

SEAT No. _____

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SARDAR PATEL UNIVERSITY
F Y BCOM (External) EXAMINATION
(New Course)
2019
Friday, 05 April
02:00 PM to 05:00 PM
(UBE1ACOM01) English & Business Communication-I

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

Marks: 100

- Q-1 Attempt the following: 20
- 1 Why did Mr Tulliver wish to give his son a good education?
 - 2 Compare Tom Tulliver and Philip Wakem as school boys.
 - 3 What happened on that morning of a dark cold November day?
 - 4 Describe the end of Tom and Maggie.

OR

- Q-1 Attempt the following: 20
- 1 Why did Mr Tulliver send Tom to school at Mr Stelling's?
 - 2 Why did Maggie run away to the gipsies?
 - 3 Describe Mr Tulliver's ruined condition.
 - 4 Describe the fight between Mr Tulliver and Mr Wakem.

- Q-2(A) Write a paragraph on: My favourite game 10

- (B) Fill in the blanks with the most suitable word given in brackets. 05

1. I went to the _____ with my friends yesterday. (fare, fair)
2. My friend lives on the first _____ of this building. (storey, story)
3. A government _____ came to our college yesterday. (officious, official)
4. Are you a member of the students' _____? (council, counsel)
5. I _____ a new watch for rupees 500. (bought, brought)

- (C) Fill in the blanks with appropriate forms of the verbs given in brackets. 05

- 1 Nisha _____ not _____ her book yet. (return)
- 2 We _____ for shopping tomorrow. (go)
- 3 The bell _____ when she was cooking. (ring)
- 4 Tilak _____ a new grammar book yesterday. (buy)
- 5 An apple a day _____ a doctor away. (keep)

OR

- Q-2(A) Write a paragraph on: Importance of English language in the 21st century 10

- (B) Rewrite the following sentences with the appropriate modal auxiliaries. 05

- 1 He _____ cook Chinese dishes. (may, can)
- 2 Reena _____ come in time to the class. (could, should)
- 3 It _____ rain today. (ought, may)
- 4 She _____ respect her parents. (must, need)
- 5 How _____ you read my personal letters! (could, dare)

(1)

(P.T.O.)

- (C) Do as directed. 05
- 1 If he doesn't hurry, the plane _____ (leave) by the time he gets to the airport.
 - 2 If she _____ (finish) the work early, she will go home.
 - 3 If they had come earlier, they would have got the project. (Begin with Had)
 - 4 If they finish their work, they will go out. (Use unless)
 - 5 If I _____ from France, I could speak French. (were, are, was)
- Q-3(A) Explain the Concept and Characteristics of Communication in detail. 10
- B) Write short notes on: 10
1. Information as an objective of communication
 2. Heading in a business letter
- OR
- Q-3(A) Discuss the Process of Communication with the help of a suitable diagram. 10
- (B) Write short notes on: 10
1. Correctness in a business letter
 2. The Body of a business letter
- Q-4(A) On behalf of Smart Stores, V V Nagar, draft a letter of inquiry to Rainbow Pens, Ahmadabad 10
asking for prices and particulars of SUPER ball pens.
- (B) The Sales Director, Relax Furniture Company, Vadodara has received an inquiry from SUN 10
Chair House, Bharuch for installing and supplying 500 push-back chairs in a theatre at
Vadodara. Submit a quotation on behalf of Relax Furniture Company.
- OR
- Q-4(A) As the Purchase Manager of Messrs. Adarsh Associates, Hyderabad, dealing in plastic items, 10
write a letter to Prithvi & Sons Ltd., inquiring about the prices, terms and conditions on
which the company supplies the items.
- (B) Pooja Sun Glasses, Mumbai, have received an inquiry letter from New Generation Sun 10
Glasses. Draft a reply from Pooja Sun Glasses stating terms and conditions on which the
company would like to supply them sun glasses. Enclose catalogue and latest price list with
the reply.
- Q-5(A) Radhe Sports House, Vidyanagar had placed an order with General Sports Store, Ahmedabad 10
for 25 dozens 'Sachin' cricket bats for the local cricket tournament. In spite of their
specific instructions to supply the goods within the stipulated period, they have not received
the goods in time. Write a letter from Radhe Sports House cancelling the order.
- (B) Jyot Water Care, Vadodara, have received a large order for JYOT water filters from Apolo 10
Water House, Veraval. They are not in a position to execute the full order and can execute
the order partially. Draft the letter on behalf of Jyot Water Care, Vadodara informing the
customer about the partial execution of the order.

OR

(2)

- Q-5(A) On behalf of Cool Sun Glasses, Somnath place an order for a variety of 'TRENDY' sun glasses with Murphy Sun Glass House, Bangalore stating that goods will not be accepted if they are not delivered in given time limit. 10
- (B) Patel Trading Company, Vadodra have received an order for air coolers and table fans from Super Fans, V V Nagar. They are not in a position to supply the goods in the time suggested. Write a reply on behalf of the Patel Trading Company asking for 10 more days to deliver the goods. 10



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