

[A-55] SEAT No. \_\_\_\_\_

No. of Printed pages: 01

A-55

SARDAR PATEL UNIVERSITY  
SYBCOM (External) EXAMINATION (New Course)  
2019 -20 (Due to Covid Crisis)  
Tuesday, 1<sup>st</sup> September 2020  
03:00 p.m. to 05:00 p.m.

UBE2ACOM01 – English & Business Communication - II

Total Marks: 70

- Q-1 1 What did the king decide to do when he comes to about the love affair of his daughter? 17  
2 What were the two Prize Possessions of the Della and James? And how is it importance?  
3 What was the effect of the opponent's death on the sniper?

OR

- Q-1 1 What was the method of king of delivering justice for the one found accused of any crime? 17  
2 Write a short note on the ending of the story-*The Gift of Magi*  
3 Justify the story "the Sniper"-the senselessness of war.

- Q-2 A. Explain in detail the grapevine as informal channel of communication 18  
B. Write a note on physical barriers in communication

OR

- Q-2 A. Write a detailed note on importance and methods of upward communication 18  
B. Explain Wrong Choice of Medium as a barrier to communication

- Q-3 A On behalf of AI Technologies & Services, Pune, you had placed an order for water purifiers with Pure Watertech India Pvt.Ltd, Ahmadabad. On receiving the order you found that the order was executed partially and also some of the goods were damaged. Draft a suitable complaint letter. 17  
B Manek & Co. Ahmedabad, found that one of their cheques for Rs. 75,000/- which happens to be a bearer's cheque is lost. On behalf of Manek & Co. draft a letter to their bankers requesting to stop payment of that particular cheque.

OR

- Q-3 A Galaxy Furniture, Anand has received a complaint regarding delay in the delivery of Steel Furniture and Kitchen Modules from Sweet Home Furniture, Baroda who placed their two months back. Draft a letter ensuring them quick dispatch and that greater care will be taken in the next consignment. 17  
B In spite of your several reminders, Shivam Appliances, Ahmedabad has not paid the bills. On behalf of Swastik Logistics Pvt. Co. Ltd., Ahmedabad, write a letter making a final appeal to them

- Q-4 A As the Head Officer of Mahalaxmi Traders, Vadodara, draft an office memorandum warning an employee for submitting fake medical bills 18  
B On behalf of Chandan Fertilizers Ltd. Chandigarh, write a letter to M's Heera & Sons, Bhuj, offering an agency for their fertilizers.

OR

- Q-4 A As the Marketing Head of V K Enterprise, Ahmedabad, draft an office memorandum granting permission to an employee to join part time marketing course. 18  
B Notify your insurance company of occurrence of a fire at your factory premise. Ask them to arrange an early inspection as you want to settle your business as soon as possible.

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