

**SARDAR PATEL UNIVERSITY**  
**SYBCOM (EXTERNAL) EXAMINATION**  
**2015**  
**Monday, 9<sup>th</sup> March**  
**2:30 PM to 5:30 PM**  
**English and Business Communication – II**  
**EN 202**

Total Marks: 100

- |      |   |  |    |
|------|---|--|----|
| Q- 1 | A | Describe David's life in London.   | 12 |
|      | B | Write a short note on : Uriah Heep   | 08 |
| OR   |   |  |    |
| Q- 1 | A | Describe David and Steerforth's visit to Yarmouth.   | 12 |
|      | B | Write a short note on: The character of Dora   | 08 |
| Q- 2 | A | What is the importance of upward communication in an organization? What are the methods of upward communication?   | 12 |
|      | B | Write a short note on: Physical Barriers.  | 08 |
| OR   |   |  |    |
| Q- 2 | A | Describe the structure of grapevine existing in an organization. How manager can effectively use it in the organization?   | 12 |
|      | B | Write short note on: Socio-psychological Barriers.   | 08 |
| Q- 3 | A | Draft a memorandum to the office staff warning and emphasizing the need of observing punctuality.  | 08 |
|      | B | On behalf of Jain Bros., Pune write a letter of complaint to Plastic Products, Mumbai complaining about plastic bags received in damaged condition. Ask for the replacement.   | 12 |
| OR   |   |  |    |
| Q- 3 | A | One of the employees is doing some independent business of his own. Prepare a memorandum seeking explanation.  | 08 |
|      | B | You have received a complaint from a valued customer from Pune that Steel furniture he had ordered for special occasion has arrived in a damaged condition. Though it is a transport problem, you decide to replace the damaged furniture. Draft a suitable reply. | 12 |
| Q- 4 | A | Ms. Shukla & Sons, Lucknow have not paid a balance of Rs. 40,000/- in spite of your repeated reminders. Write a letter to them making an appeal to their credit reputation.  | 10 |
|      | B | On behalf of Prof Utpal Dutta write a letter to the Bank of Baroda complaining against dishonouring of a cheque.   | 10 |
| OR   |   |  |    |
| Q- 4 | A | You have received a letter from M/s Hopeful & Co. reminding you to settle a claim of Rs. 10,000/- immediately. Draft a suitable reply requesting for extension of the term and suggesting payment in installment.  | 10 |

- B** Mehta & Sons expect increased turnover in their business but are not in a position to finance themselves. On behalf of them write a letter to the Oriental Bank of Commerce, Pune requesting for an overdraft facility. **10**
- Q- 5** **A** Apply for an agency for Goldstar Television Set for your district. Give details of the facilities you can offer emphasizing the suitability of your premises and long experience of sale and service of TV set. **10**
- B** On behalf of Mrs. Mohini Shukla, Kanpur making claim on a policy after the death of the assured – her husband. **10**
- OR**
- Q- 5** **A** Your agent in Karnataka has not been able to raise the sale of Ritewell pens manufactured by you. Write a letter to him terminating his agency. **10**
- B** Your handicrafts stored in a warehouse have been destroyed by fire. Intimate insurance company about it making request for an early inspection. **10**