

SARDAR PATEL UNIVERISTY**M A(ELT) Semester II Examination****Friday, Date 24/04/2015****Time : 10.30 am to 1.30 pm****Subject: PA02EELT04-Business English**

Total Weightage/Marks: 70

Instructions:

- a. *Answers of all the questions (including multiple choice questions) should be written in the provided answer book only.*
- b. *Descriptive type of questions carry 15 marks each.*

Q.1 Choose the correct option.**10**

1. What is the full form of CWO?
a. Cash with order
b. Commence with order
c. Cash within order
d. Cheque with order
2. _____ demands the use of simple language.
a. Conciseness
b. Completeness
c. Clarity
d. Concreteness
3. The abbreviation Bcc in E-mails stands for...
a. Basic carbon copy
b. Blank carbon copy
c. Blind carbon copy
d. Blank certificate copy
4. 24th March 2015 is a _____ format of writing date.
a. British style, open punctuation, ordinal style
b. British style, closed punctuation, ordinal style
c. American style, open punctuation, cardinal style
d. American style, closed punctuation, cardinal style

Q.3.a. Discuss in detail parts of a business letter with relevant examples wherever necessary.

OR

Q.3.b. Discuss 7Cs involved in the process of writing an effective business letter.

Q.4. a. You are Hasmita Patel, a computer engineer from Junagadh, running a PC store. Draft an *INQUIRY LETTER* to The Manager of ASUS company about new launched Laptop model. And Draft a *REPLY LETTER* to Hasmita Patel on behalf of The Manager of ASUS company, showing interest in an Inquiry made by her.

OR

Q. 4.b. Write an *ORDER LETTER* to ASUS Company to purchase 100 PCs for Digital Language Lab and also draft the *COMPLAINT LETTER* to the manager of ASUS company.

Q. 5.a. Discuss the format of Letter and Email. Also try to show differences between Letter writing and Email writing in detail.

OR

Q.5.b. What is a memo? Draft a Memo and discuss its format and usefulness in an organisation.
