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## SARDAR PATEL UNIVERISTY

## **MA(ELT)** Semester II Examination

## Friday, Date 24/04/2015

#### Time : <u>10.30 am to 1.30 pm</u>

### 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.

- 1. What is the full form of CWO?
  - a. Cash with order
  - c. Cash within 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. 24<sup>th</sup> 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

b. Commence with order d. Cheque with order

5.	Which of the following is not an example of a. Yours faithfully c. Respected sir	of complimentary close? b. Dear sir d. Sincerely yours
	A. Both a and d C. All the above	B. Both b and d D. Both c and b
6.	What is the full form of COD? a. Coming on Delivery c. Cash on Delivery	b. Check on Delivery d. Cheque on Delivery
7.	In Business correspondences a. conciseness c. bias – free language	hould be avoided. b. subjectivity d. clarity
8.	What is the full form of PTO? a. Please Turn Over c. Please Take Order	b. Please Take Over d. None Of The Above
9.	Noise in the atmosphere is responsible for _ communication. a. Physical c. Cultural	barriers to b. Psychological d. Semantic and language
10.	'Spam' is one of the features of a. E-mails c. Fax	b. Mobile d. Snail mail

Q.2.a. Discuss different types of barriers to business communication and how one can overcome them. Support your answer with relevant examples.

OR

Q.2.b. What is a business letter? Write a detailed note on content and style of a business letter with special emphasis on length, order and sequence, style, clarity, and accuracy.

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.

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