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SARDAR PATEL UNIVERSITY

MHRD Examination 2nd Semester

Tuesday, Date 28-04-2015

Session: Morning Time: 10:30 am to 12:00 Noon

Subject / Course Code: PA02SHRD01 Paper No. 06

Subject / Course Title: Business Communication

Total Marks: 35

Q-1 Answer the following questions (Any four)

[12]

1. Define Communication
2. Explain Fax.
3. What is E-mail?
4. Give all forms of SMS and when to use in business communication
5. What is meant by Salutation?
6. Enumerate the various modern forms of communication with their merits and demerits.
7. Explain importance of feedback in process of communication

Q-2 Discuss the importance of knowing audience and clarity of purpose in presentation.

[08]

OR

Q-2 What is Non-verbal communication? Explain any two types of Non-verbal communication.

Q-3A Draft a letter to Hindustan Watch Company, Mumbai-1, asking for a copy of their latest catalogue. State that you propose to stock watches for sale. Ask for their best trade terms for the supply of their watches and clocks.

[08]

Q-3B With reference to an advertisement in "The Industrial Times", you have received an inquiry about Prices, terms of sales etc. Draft a reply letter on behalf of your company.

[07]

OR

Q-3A You have received an order from Dressland, Mumbai for different varieties of Men's and Women's dresses. Write a reply giving the time and mode of shipment. Also, mention the mode of payment you prefer.

Q-3B M/s Soni Bros. wish to place an order with Naveen Bros. for Socks of various size and colors. Prepare an order for them along with method of payment.

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