

Seat No. : _____

KF-101

March-2014

F.Y.B.Com. (Annual Pattern)

Commercial Communication – I

Time : 3 Hours]

[Max. Marks : 70

- Instructions :** (1) Clearly mention the options you attempt.
(2) **All** answers are to be written in English only.
(3) Figures to the right stand for marks.

1. (a) Define Communication and discuss its significance in business today. **5**
- OR**
- Explain the objectives of Communication.
- (b) Elaborate the process of Communication. **5**
- OR**
- Discuss various aspects of 'Verbal Communication'.
2. (a) Write short notes : (any **one**) **5**
- (1) Structure of a Business letter.
(2) Features of the appearance of a Business letter.
- (b) Do as Directed : **5**
- (1) How is a window envelope useful ?
(2) Write the date in the British method, 04/02/1964
(3) What is a voluntary Offer ?
(4) What is a 'per pro. signature' ?
(5) Correct, if necessary, and rewrite, yours' Truely.
3. Attempt any **two** of the following questions : **16**
- (a) On behalf of 'Shri Omkar Traders', Ambaji, draft a letter inquiring about the business terms of 'Renuka' computers.
- (b) You have received a bulk order of "Shruti" woolen wares; but you are not in a position to execute the same at a time. Draft a letter informing your clients about the execution in parts.
- (c) Draft an application for the post of an accountant in "Sadhana" weekly.

4. Attempt any **two** of the following questions : **16**
- (a) You have received a consignment of bed sheets as per your order, but you have found some pieces of inferior quality. Draft a suitable letter of complaint.
 - (b) Draft a letter reminding your client to clear his long pending dues.
 - (c) Draft an appealing letter promoting the sales of the newly launched “Maruti” smart phones.

5. (a) Fill in the blanks using correct words from the options and rewrite the passage. **5**
[options → boasts, accepts, expects, entrepreneur, industrious]
An _____ is essentially _____. He challenges and _____ them with all his strength about which he never.

- (b) Match the words in ‘A’ with their related words given in ‘B’ : **5**

A	B
curb	prisoner
accent	quote
bail	speech
dissolve	control
cite	melt

6. Make a precis of the following and suggest a suitable title to it. **8**

In recent years, India has emerged as a major global market for international brands of cars. Scores of car majors from the US, Japan and European countries have found tremendous business potential in India, which is why many auto-giants are planning to start the manufacturing units of their own at the most suitable locations in this fast-developing country.

It is indeed interesting to see that all major car-manufacturing companies across the globe have shown special inclination and preference to Gujarat for starting their car-manufacturing units. Thanks to the pro-people, industry-friendly governance of the state, Gujarat has become the most favourite and favoured location among the auto-giants across the globe. Today, Gujarat has established itself as the auto-hub of this vast country.

Economists and ecologists of the global repute have also hailed the development model of Gujarat precisely because it is all-round and all-inclusive both. Along with the industrial growth, the state has also scaled new heights in terms of agriculture and other paradigms of comprehensive development. This, in turn, helps India shine out in terms of over-all development.
