

Seat No. : \_\_\_\_\_

**N30-109**

**December-2014**

**B.B.A., Sem.-III**

**CC-207 : Commercial Communication**

**Time : 3 Hours]**

**[Max. Marks : 70**

1. (A) The purpose of communication is - to share, to train, to compete, to delegate and to suggest. Discuss it. 7

**OR**

Professional world cannot really function without effective communication. Discuss it with the reference of Features of effective communication.

- (B) Someone has applied for the job of an engineer and he has been selected. Draft an e-mail congratulating him for the job. Do mention when should he join and some rules and regulations of the company. Your e-mail should contain all the etiquettes of formal e-mail. 7

**OR**

An HR executive of your firm has been repeatedly late in reporting to work, incompetent and careless in his work. Draft a warning memo to be given to him.

2. (A) Write to a firm asking for the price-list of wooden and glass furniture to be supplied. Also mention about concession to be given on the goods and other benefits. 7

**OR**

Draft a suitable reply to a customer who has complained that the quality of paint supplied to him was not up to the mark.

- (B) You find that your regular customer has not placed a single order with you for the last six months. Write a suitable letter to him and make a firm offer for your newly manufactured electronic equipment. 7

**OR**

Write to your supplier claiming compensation for shortage in consignment of garments which you have just received. Give full details.

3. (A) As secretary of a Company, report to your Board of Directors following your recent visit to the Company's factory at Rajkot on, among others, the following points :

7

- (i) Inaptitude of some of the employees,
- (ii) Discontent among the workers,
- (iii) Frequent theft of materials.

**OR**

A big textile mill appoints a committee to inquire into the grievances and demands of its workers. Draft the committee's report suggesting remedies.

(B) Draft an individual report on causes for steady decline in the sales of electronic products – music systems, mp3 players, i-pods, head-phones etc., of Rhythm – Zone India. Give last two years comparative analysis of sales and support the reasons for decline with recommendations.

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**OR**

Prepare a report of the sub-committee of the Board of Directors, appointed to enquire into the causes of fire in the factory, resulting in a considerable loss to the company.

4. (A) Fill in the blanks choosing the correct option from the given pair of Confusables :

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- (1) Considering the existing environment, they \_\_\_\_\_ us to postpone the launching of our new product. (advised, adviced)
- (2) After certain stage, it is difficult to \_\_\_\_\_ the work of senior personnel. (appraise, apprise)
- (3) The city \_\_\_\_\_ is very suitable for company's factory. (cite, sight, site)
- (4) Rahul found the story of the movie '*The Perfume*' \_\_\_\_\_. (creditable, credible)

(B) For the following given inflated phrases, write their appropriate substitutes and frame the sentence using the inflated phrase :

3

Due to the fact that, in this case, personally thinking

(C) Read the following comprehension and answer the questions given below :

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### SPECULATIVES SHED EARLY GAINS

Dalal Street remained moderately buoyant during the first half of the week. However, it steadily declined during the second half of the week on the fear gathering strength that the ruling party is unlikely to return to power in the coming Lok Sabha elections.

Pivotal found speculative support initially. As a result, at one stage TISCO, Larsen and Reliance were quoted at 118.60 and 55 respectively. A clearly bearish trend set in on Thursday and prices of speculative continued to decline till the end of the period of settlement. Sizeable losses were recorded in the prices of almost all active shares. In the process, TISCO lost 10 points and Reliance 8. Many other scrips touched new bottom levels.

Widespread institutional support did not help check the downward trend. An occasional small recovery in a few shares proved short-lived because of heavy selling by bears. The 18% carrying-over charge was also considered to be rather high.

The cash section also ruled easy.

The undertone in the forward section was weak. The activity was likely to remain dull during the coming week. Speculators would prefer to wait and watch the changing situation on the political front.

#### Questions :

- (1) Which word in the headline suggests a bearish trend ? \_\_\_\_\_ 1
- (2) Did the prices of shares rise, or fall in the beginning of the week ? :  
They \_\_\_\_\_ 1
- (3) At what price did TISCO close at the end of the week ? : ₹ \_\_\_\_\_ 1
- (4) Why did the prices of a few shares slightly rise even towards the end of the week ? Because of \_\_\_\_\_ 2
- (5) Explain the terms in not more than 25 words each : 2  
(A) Institutional Support  
(B) Pivotal

5. Do as directed :

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● Choose the correct answer from the given options for the following questions:

- (1) Commercial communication is an interaction between two  
(1) socialite (2) friends (3) colleagues
- (2) General communication may include \_\_\_\_\_.  
(1) partiality (2) gossip (3) professional attitudes

- (3) Sending e-mails to overseas friends falls in the category of \_\_\_\_\_ communication.  
 (1) commercial            (2) general            (3) less professional
- (4) A memo to an employee granting permission to join a part-time diploma course in Marketing, is a part of \_\_\_\_\_ Memo.  
 (1) request            (2) information            (3) congratulatory
- (5) Written communication is known as the most \_\_\_\_\_ and \_\_\_\_\_ way of communication.  
 (1) informal & illegal    (2) legal & formal    (3) impersonal & subjective
- (6) Inside address usually starts with \_\_\_\_\_.  
 (1) company's name  
 (2) company's address  
 (3) company manager's name
- (7) What is the full form of C.W.O., in Business Letters ?  
 (1) Cash without order    (2) Cash with order    (3) Cash with options
- (8) Claims and adjustments happen after the \_\_\_\_\_ letter.  
 (1) Inquiry            (2) Order letter            (3) Execution of order

● Say true or false :

- (9) Periodic reports are related to a single occasion/situation. (T/F)
- (10) A formal report is one which is prepared in a prescribed form and is presented according to an established procedure to a prescribed authority. (T/F)
- (11) If a report merely presents facts related to an issue or a situation, it is called an Interpretative reports. (T/F)
- (12) Performance reports are written to get an assessment of the quality and quantity of transaction done in a given time period by the authority. (T/F)

● Choose the correct answer from the given options for the following questions:

- (13) The students were asked to \_\_\_\_\_ to the Director's room in a group by their leader.  
 (1) precede            (2) proceed            (3) preceding
- (14) The meaning of the inflated phrase 'in several instances' is  
 (1) often            (2) much            (3) many

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