

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

**AR-131**

**May-2016**

**B.Com., Sem.-II**

**109 : Business Correspondence  
(Old Course)**

**Time : 3 Hours]**

**[Max. Marks : 70**

1. (a) Write a brief note on seven regular parts of a business letter. 7

**OR**

Write a note on physical appearance of a business letter.

- (b) Do as directed : 7

(1) Write today's date in Cardinal Numbers.

(2) A letter is written to M/s. Mehta Brothers. Give proper salutation.

(3) Letter head contains \_\_\_\_\_.

(a) only name of the firm writing a letter

(b) name and address of the firm writing a letter

(c) name and address of the firm receiving a letter

(4) Complimentary close should match with \_\_\_\_\_.

(a) Heading

(b) Inside Address

(c) Salutation

(5) Correct the following :

Truely Yours.

(6) The use of \_\_\_\_\_ should be avoided as far as possible.

- (a) date
- (b) inside address
- (c) postscript

(7) Re-write with clarity :

You will receive goods in a few days.

2. (a) As from Surya Garments, Rajkot, write a letter to ABC Garments, Baroda making an inquiry about prices, terms of payment and other conditions for the purchase of readymade garments. 7

**OR**

BPL India Ltd., Mumbai is launching a new TV set in the market. Write a letter to a retailer making a voluntary offer.

- (b) Monarch Emporium, Ahmedabad has placed an order for woolen sweaters with the Oxford Woolen Store, New Delhi. There is delay in the execution of order. Write a letter of complaint about it. 7

**OR**

As a supplier of crockery items, write a suitable letter of adjustment in response to the complaint about damaged goods.

3. (a) Draft a resume for the post of an accountant. 7

**OR**

Write an application for the post of a salesman to the Manager, ABC Home Appliances, Oxford House, M.G. Road, Worli, Mumbai.

- (b) Write an example of a Business Memo written by a manager to the clerk. 7

**OR**

Give a specimen of the E-mail.

4. (a) Draft a speech of a sales manager of a company on the launch of a new product. 7

**OR**

Write a note on tips of preparing a good speech.

- (b) Write a note on some of the techniques for conducting a personal meeting. 7

**OR**

Suggest some guidelines for preparing an effective PowerPoint presentation.

5. (a) Fill in the blanks with appropriate options : 4

(1) Ordinal Numbers is \_\_\_\_\_ method of writing the date.

- (a) an American
- (b) a British
- (c) a Common

(2) \_\_\_\_\_ is a formal greeting.

- (a) Salutation
- (b) Complimentary close
- (c) Inside Address

(3) \_\_\_\_\_ draws attention of the dispatch clerk.

- (a) Mailing Instruction
- (b) Attention Line
- (c) Postscript

(4) Signature in a business letter should be \_\_\_\_\_.

- (a) typed
- (b) stamped
- (c) hand-written

- (b) State whether the following statements are True or False : 5

- (1) Superscription means writing below the body of the letter.
- (2) Conciseness should be at the cost of clarity.
- (3) There is no importance of appearance in a business letter.
- (4) We should avoid stereotype phrases in business letters.
- (5) 'Sir' is used while writing to a government officer.

(c) Match the following :

5

**A**

**B**

- |                 |                                    |
|-----------------|------------------------------------|
| (1) E-mail      | (a) Reference Number               |
| (2) By Air Mail | (b) Signature                      |
| (3) Per Pro     | (c) Internal form of communication |
| (4) INQ/16-80   | (d) Mailing Instruction            |
| (5) Memo        | (e) Quick means of communication   |
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Seat No. : \_\_\_\_\_

**AR-131**

May-2016

**B.Com., Sem.-II**

**109 : Commercial Communication – II  
(New Course)**

**Time : 3 Hours]**

**[Max. Marks : 70**

- Instructions :** (i) All questions are compulsory.  
(ii) Mention clearly the options you attempt.  
(iii) Figures to the right indicate full marks.

1. (a) Write a short note on occasional parts of a business letter. 7

**OR**

Write a brief note on Seven C's of effective business letter writing.

- (b) Do as directed : 7
- (i) Give a specimen of inside address in block form with open punctuations.
- (ii) Correct the following :  
Your's Sincerely,
- (iii) Name any two elements of the physical appearance of a business letter.
- (iv) Rewrite the sentence in a polite tone:  
"Send your latest pricelist."
- (v) The appearance of a business letter is important \_\_\_\_ on others.
- (a) to create good impression  
(b) to show off  
(c) to apologies
- (vi) State whether the following sentences are True or False :
- (a) In America, the date is written in ordinal numbers.  
(b) Window envelopes are not suitable for sending confidential letters.

2. As a dealer in all types of steel furniture, write a letter of inquiry to Galaxy Steel Furniture Company, Ahmedabad, asking for prices and particulars of their products. **14**

**OR**

As a manufacturer of electrical goods, write a letter to the dealers making a voluntary offer for a newly manufactured product.

3. Write a letter to Bharat Cotton Industries, Surat, for placing an order for cotton shirts. **14**

**OR**

You have received an order for silk curtains from Happy Home Enterprise, Ahmedabad. Draft a letter of executing the order.

4. (a) Draft a letter through e-mail to your supplier complaining about the goods you have received in damaged condition. **7**

**OR**

Write a letter of adjustment through e-mail to Shalin Traders, Anand, regarding late delivery of goods.

- (b) Do as directed :

- (1) Match the following words with their meaning : **4**

**‘A’**

**‘B’**

- |               |               |
|---------------|---------------|
| (i) Agenda    | (a) Financial |
| (ii) Creditor | (b) Programme |
| (iii) Fiscal  | (c) Excess    |
| (iv) Surplus  | (d) Lender    |

- (2) Explain the following words in simple English : **3**

- (i) Royalty  
(ii) Patent  
(iii) Waive

5. (a) Fill in the blanks with appropriate options : **4**

- (i) The writing of postscript is justified when\_\_\_\_\_.

- (a) The writer wants to give bad impression  
(b) The writer wants to flatter the reader  
(c) The writer wants to add something after the letter is completed

- (ii) Business letters are written\_\_\_\_\_.

- (a) to maintain friendship  
(b) to increase business relations  
(c) to avoid business relations

- (iii) We should always write a business letter\_\_\_\_\_.
- (a) concisely
  - (b) incorrectly
  - (c) carelessly
- (iv) 'My dear Surya' is a \_\_\_\_\_ kind of salutation.
- (a) formal
  - (b) very formal
  - (c) very informal

(b) State whether the following statements are true or false :

**5**

- (i) The full form of E-Mail is Electronic Mail.
- (ii) While writing business letter it is not necessary to use good quality of paper.
- (iii) The first letter of the salutation is written in capital letter.
- (iv) The use of 'You Attitude' in a business letter does not create good impression.
- (v) The letter head of a business letter consists of the name and address of the party who is writing the letter.

(c) Match the following :

**5**

- | <b>'A'</b>               | <b>'B'</b>                       |
|--------------------------|----------------------------------|
| (i) Gross                | (a) Identification Line          |
| (ii) Complimentary Close | (b) Partnership                  |
| (iii) ACD/BNS            | (c) Quick means of communication |
| (iv) E-mail              | (d) Total                        |
| (v) Syndicate            | (e) Your's faithfully            |
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