

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

**NL-101**

**December-2015**

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

**CC-207 : Commercial Communication**

**Time : 3 Hours]**

**[Max. Marks : 70**

1. (A) General and commercial communication are two different types of communication. Write about the difference between general and commercial communication. 7

**OR**

Various purposes of communication imply different functions taking place in the business organization. Discuss it with the role of purposes of communication.

- (B) As a team leader of an emerging firm, draft an e-mail to your three team members about a new project which needs to be completed within two months. Mention all the possible issues involved and how to solve it. 7

**OR**

Write a memo from the Managing Director to the customer-relations-officer for not attending to a customer complaint.

2. (A) Write a letter ordering a large quantity of garments for your retail shop to provide for the pre-Diwali rush. Ask for a discount and specify packing and mode of transport. 7

**OR**

In the relation to the letter received for an inquiry of decorative flowers for the office premises, write an acknowledgement letter to the purchaser.

- (B) You have placed an urgent order for office stationary and the supplier promised to deliver the goods in four days. They have not been delivered even five days later. Draft a complaint letter to the suppliers. 7

**OR**

Write a letter to a mobile parts manufacturing company threatening to cancel a contract for supplying inferior quality goods. Suggest an immediate adjustment in cash or kind.

3. (A) Draft a committee report on inspection of branches of Accentrix Electronics Ltd., Mumbai, with findings and suggestions. 7

**OR**

A secretary is instructed to report on the causes of decline in the sales of home appliances. Draft a report suggesting measures to arrest the decline.

- (B) The garment factory of which you are the manager has been badly damaged by fire. Draft a report to your Directors, informing them for the accident and your preliminary findings. 7

**OR**

You are a Secretary of a committee appointed to choose a location for Company's production unit of a Pharma industry of Maharashtra. Draft an accurate report.

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

- (1) Mr. Kotak left sufficient money for the \_\_\_\_\_. (dependant, dependent)  
(2) There should be an \_\_\_\_\_ distribution of Government funds amongst all the states. (equitable, equable)  
(3) There were couple of people in the workshop who found \_\_\_\_\_ about the subject-matter. (negligent, negligible)  
(4) The UGC Committee is \_\_\_\_\_ to Bangalore tomorrow. (proceeding, preceding)

- (B) For the following given inflated phrases, write their appropriate substitutes and frame the sentence using the inflated phrase : 3

acquire, commence, in the interest of

- (C) Read the following comprehension and answer the questions given below : 7

The strategy has to be to buy on these intra-day dips. We would like to see at least another 150 points before any kind of serious profit booking comes in. The rally could be sometimes slow, sometimes fast, but chances are that the market would climb a lot of walls of worry and end at probably much higher levels than we are at right now. The market triggered an uptrend on Friday and the uptrend continues. We had a minor consolidation, but again the market had enough strength to take out Friday's high. So the overall action is positive both on individual and indices. People need to remain positive that at least another 150

points should be in the offing. Whenever this sort of a breakout happens, it happens with force and it often has energy to sustain for about a couple of weeks at least. So the idea is that the person who will make the most money is one who holds on and it is important to hold on through consolidations and corrections. There are fresh breakouts again and at any uptrend Tata Global is a buy with a stop loss of about 117 and target of 126. Adani Enterprise after a lot of beating and consolidation at lower levels is now beginning to break out. This is a buy with a stop loss of about 232 and target of 248 and Jubilant Food again is crossing its 20 days moving average. So this is a buy with a stop of about 1200 and target of about 1290.

**Questions :**

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|---|----------|
| (1) What all are the stocks prescribed for buying ?   | <b>1</b> |
| (2) “It is important to hold on through consolidations and corrections.” What do you make out of this statement ? Is the undertone bullish or bearish ? | <b>1</b> |
| (3) Is the rally expected to be short term one way street or would it be a long term roller-coaster ride ?  | <b>1</b> |
| (4) What is the key message for readers ?   | <b>1</b> |
| (5) What are the synonyms for market retracement ?  | <b>1</b> |
| (6) Describe meaning of following : Stoploss, Intraday.   | <b>2</b> |

5. Do as directed : **14**

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

- (1) \_\_\_\_\_ communication is the process which is taking place personally.  
 (a) Commercial      (b) Technical      (c) General
- (2) \_\_\_\_\_ communication focuses on one’s formal behaviour.  
 (a) Commercial      (b) General      (c) Routine
- (3) Commercial communication is a \_\_\_\_\_ process as it keeps on changing with structure and size.  
 (a) pervasive      (b) positive      (c) dynamic
- (4) Informative memo is also known as \_\_\_\_\_ memo.  
 (a) documentary      (b) congratulatory      (c) warning
- (5) Never use \_\_\_\_\_ e-mail id for a personal use.

- (a) professional      (b) general      (c) unknown
- (6) 'Dear Sir/Madam' is known as \_\_\_\_\_ in the letter.  
(a) complimentary close   (b) salutation      (c) post script
- (7) \_\_\_\_\_ are the examples of enclosures.  
(a) Hotel bills      (b) Demand draft      (c) Both
- (8) The stage of complaints comes after \_\_\_\_\_.  
(a) inquiry      (b) order letter      (c) execution of order
- Say true or false :
- (9) One should avoid using any clichés in Business Report writing. (T/F)
- (10) Business report helps the authorities to take healthy and timely decisions. (T/F)
- (11) A report by a Sales Manager on decline of sales is a committee report. (T/F)
- (12) When a company launches a new product or implement a new strategy then FIR report can be formulated to get the proper feedback. (T/F)
- Choose the correct answer from the given options for the following questions :
- (13) To speak in \_\_\_\_\_ is always bad.  
(a) excess      (b) access      (c) both
- (14) Police didn't find the statement of the leader of the caste \_\_\_\_\_.  
(a) creditable      (b) credible      (c) none
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