

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

# **JG-101**

June-2022

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

**109 : Commercial Communication – II**

**Time : 2 Hours]**

**[Max. Marks : 50**

- Instructions :**
- (1) All questions in **Section – I** carry equal marks.
  - (2) Attempt any **two** questions from **Section – I**.
  - (3) Question No. **5** in **Section – II** is compulsory.

## **SECTION – I**

Attempt any **TWO** questions from Section – I :

1. What is non-verbal communication ? Discuss its salient features or its different forms. **20**

**OR**

Explain the difference between Oral and Written Communication

2. Write short notes on any **TWO** : **20**

- (1) Seven Cs of Business letter writing.
- (2) Occasional Parts of a business letter.
- (3) Physical Appearance of a business letter.

3. As a dealer in Table Fans, Ahmedabad, write a letter of inquiry to Prince Table Fans Manufacturing Limited, Pune, from whom you have got a quote, asking for better terms and conditions about their Table Fans. **20**

**OR**

Write a letter to Akash Woollens, Himachal Pradesh, cancelling your order for sweaters as the goods are not received in the stipulated time.

4. Umiya Traders, Ahmedabad, has received damaged goods. Draft complaint letter through E-mail. 20

**OR**

Write a letter of adjustment through E-mail to Ankita Emporium, Surat regarding the shortage in the quantity of goods.

**SECTION – II**

5. (A) Match the following : 10

**(A)**

**(B)**

- |                |                            |
|----------------|----------------------------|
| (1) Promissory | Discount                   |
| (2) Bullion    | A written Undertaking note |
| (3) Rebate     | Refrain from something     |
| (4) Revenue    | Uncoined gold and silver   |
| (5) Patent     | Income                     |
| (6) Waive      | Legal personal right       |

- (B) Give the meanings of the following : (Any **Two**)

- (1) Agenda
  - (2) Commission
  - (3) Franchise
  - (4) Trademark
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