

Seat No. : _____

AA-125

April-2019

B.Com., Sem.-II

109 : Commercial Communication-II (New Course)

Time : 2:30 Hours]

[Max. Marks : 70

Instruction : Figures in the right side in the parenthesis indicate marks.

1. Write a note on the advantages and disadvantages of the oral communication. 17

OR

What is non-verbal communication ? Mention its advantages and disadvantages.

2. (A) Write a note on : (any **one**) 10

- (1) Seven 'C' s of business letter.
- (2) Regular Parts of a business letter.

- (B) Do as directed : 7

- (1) Correct the following :
Your's faithfully
- (2) Write your birth date in American style.
- (3) Give an example of per pro signature.
- (4) Mention any two regular parts of a business letter.
- (5) Mention any two occasional parts of a business letter.
- (6) Re-write the following sentence with clarity :
We will send the goods soon.
- (7) Illustrate only with lines the intended form of writing an inside address.

3. On behalf of Jyot Mart, Mahesana, draft a letter of inquiry to Delight Crockery, Patan, asking about prices, terms of payment and other business conditions. 17

OR

Draft a reply to an inquiry placed by Gujarat Stores about the varieties of readymade garments manufactured by your company.

4. (A) Sagar Store has received damaged goods. Draft complaint letter through E-mail. **9**

OR

Write a reply, through E-mail, to the complaint against an employee's rude behaviour by a customer to the manager of Star Traders, Ahmedabad.

- (B) Match the following : **6**

A	B
1. Reimburse	a. Rental agreement
2. Surplus	b. Legal personal right
3. Lease	c. Refund
4. Consignee	d. Shortage
5. Deficit	e. Excess
6. Patent	f. Recipient

- (C) Choose the correct option : **4**

- (1) The complimentary close is always followed by a _____.
(a) comma (b) colon (c) full stop
- (2) _____ is used when we forget to mention important sentence in a body of the letter.
(a) Enclosure (b) Attention line (c) Post script
- (3) The signature in a business letter _____.
(a) should be typed
(b) should be written by hand
(c) should be made by a rubber stamp
- (4) What is the full form of email ?
(a) Electrical mail (b) Electronic mail (c) Electronic gMail
- _____

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Instruction : Figures in the right side in the parenthesis indicate marks.

1. (A) Write a short note on any **one** of the following : 10
 - (1) Explain the physical appearance of a business letter.
 - (2) Write a note on occasional parts of a business letter.
- (B) Do as directed : 7
 - (1) Mention any two occasional parts of a business letter.
 - (2) Write today's date in cardinal numbers.
 - (3) Mention any four qualities of an effective business letter.
 - (4) Correct the following :
dear Sir,
 - (5) Give a specimen of Inside Address in Indented form.
 - (6) Make the following offer firm :
We shall allow you a good discount.
 - (7) Give a specimen of Per Pro signature
2. Sheetal Furniture, Motera, Ahmedabad, is interested in purchasing furniture from the Home Care Furniture, Vadodara. Write a letter making an inquiry about prices, terms of payment and other conditions. 17

OR

Suhana Tea Agency, Ahmedabad has received a letter of inquiry about better terms and conditions. Draft a suitable reply.
3. As a retailer in readymade garments, draft a letter placing an order for jeans and T-shirts. 17

OR

You have received a huge order for Sun fans from one of your valued customers. Draft a letter executing the order.

4. (A) On behalf of a retailer of Seema Crockery, Sabarmati, Ahmedabad, send an e-mail to his supplier complaining about shortage in quantity of goods. **9**

OR

Write a reply through e-mail to the complaint against an employee's rude behaviour by a customer to the manager of Royal Departmental Store, Vadodara.

- (B) Match the following words : **6**

A	B
1. Bankruptcy	a. On contract
2. At par	b. To give security
3. Gross	c. Financial loss
4. Mortgage	d. Brand
5. Pledge	e. Face value
6. Trademark	f. Total

- (C) Choose the correct option : **4**

- (1) The letter head contains :
- (a) The name and address of the company which writes the letter.
 - (b) Only the name of the company which writes the letter.
 - (c) The name and address of the company to which the letter is written.
- (2) The full block form is considered :
- (a) Traditional
 - (b) Modern
 - (c) Outdated
- (3) The most popular form of salutation in business letter is :
- (a) Gentleman
 - (b) Sir
 - (c) Dear Sir,
- (4) Messers comes before :
- (a) firms with persona title
 - (b) the name of proprietary firms
 - (c) firms with impersonal title
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