



Seat No. : _____

TS-103

B.B.A. Sem. III

May-2013

CC 207 Commercial Communication

Time : 3 Hours]

[Max. Marks : 70

1. (A) Write notes on any **two** of the following : 7
- (1) Purpose of Professional Communication
 - (2) Pitfalls of Email Writing
 - (3) Format of memo
 - (4) Guiding principles of composing Professional emails

- (B) Prepare a memo to three members of the staff taking disciplinary action against them for leaving the office early. 7

OR

- (B) Following is an e-mail written by an employee to his head of the department and the general manager of the company. Revise and re-write the e-mail. 7

Hi all,
V r instrstd in buying the latest heatconverter launched by ur company. R u ready with supplies ? PL specifyschdl of delivery 4 v 8t waiting wons the deal is thru.
VHS For ToyatySyraim Pvt. Ltd., Ahmedabad

2. (A) Ask a firm of furniture dealers to send their pricelist and catalogue. 7

OR

- (A) Write a reply to the above letter.
- (B) You have received an order for 1,000 boxes of certain dry fruits at ₹ 3,600 per dozen boxes which is less by ₹ 400 per dozen boxes. Write a reply declining to execute the order giving proper reasons. 7

OR

- (B) You have received from your suppliers some paper in a damaged condition. Write to them a letter of complaint emphasizing the need of greater care in filling the orders.

3. (A) Draft a report, as submitted by the Works manager, to the General Manager, of a minor accident that took place at the construction site of a new factory building. 7

OR

- (A) As the secretary of a company, you were entrusted by the Board to report on the feasibility of starting a new unit of the company in a rural area. Write a report on the findings, making suitable recommendations.
- (B) Draft the report of a committee appointed to inspect the branches of the company in the Northern zone and make recommendations for the motivations of the staff. 7

OR

- (B) Draft the report of the sub-committee of the directors of New Look Cosmetics Limited on the declining sales of Cosmetics.

4. (A) Do as directed :

- (a) Fill in the gaps choosing an appropriate option : 3

(i) The _____ of the earthquake can be seen everywhere.

(effect, affect)

(ii) Business organizations need to _____ the performance of their employees.

(appraise, apprise)

(iii) All the _____ in this company are highly qualified.

(Personals, Personnel)

- (b) Replace the inflated words/phrases with their substitutes : 4

(i) I need to accomplish this project as soon as possible, I can do other work at some future time.

(ii) After meeting all the employees, the manager came to conclusion that none of them is to be blamed for the fault.

(iii) The project commences from tomorrow.

(B) Read the following passage and answer the questions :

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Sensex holds gains, stays above 17,000 ; Nifty up 89 points

Thanks to sustained buying in bank, capital goods, metal and realty stocks, the market, which rallied sharply following the Reserve Bank of India cutting CRR by 50 basis points, remains high up in positive territory this afternoon.

The Sensex is up ₹ 269.27 points or 1.62% at 17,021, slightly off the day's high of 17,050.32.

The Nifty index of the National Stock Exchange is up 89.20 points or 1.77% at 5135.45.

The mood is fairly upbeat on the Indian bourses as the banking system will see an infusion of around ₹ 36,000 crores following the central bank reducing the CRR rate by 50 basis points to 5.5%. Mirroring strong gains posted by bank stocks, the Bankex is now up as much as 3.5%.

Automobile and realty stocks, which took time to find their way up, are trading notably higher now. The Realty barometer is up 1.6% and the Auto index is now up 1.3%.

Metal, capital goods and power stocks are mostly up with strong gains. Select stocks from information technology, PSU and consumer durables sections too are trading firm. FMCG stocks, which had a good outing on Tuesday, are a bit subdued amid stock specific activity today.

Mahindra & Mahindra, Sterlite Industries, Jindal Steel and Reliance Industries are trading higher by 2.3% - 3.5%. Reliance Industries has announced that its ₹ 10,440 crore share buyback offer will start from February 1 and close on January 19, 2013.

Tate Power, HDFC Bank, Tata Motors, Tata Steel, Bharti Airtel, ITC and Hero Motocorp are up 1% - 1.75%. IT heavy weights Tata Consultancy Services (0.9%), Infosys (0.8%) and Wipro (0.7%) are trading firm. Cipla, DLF, Bajaj Auto, BHEL and HDFC are up with modest gains.

Questions :

- (1) Explain the Market trend that the headline suggests. 1
- (2) Explain the term 'rally' in the context of the report. 1
- (3) How did the RBI's slashing of CRRs affect the market ? 1
- (4) Summarize the report in four to five sentences. 4

5. Do as directed :

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Fill in the blanks :

- (1) Our profits are far in _____ of what we expected. (access, excess)
- (2) We shall have to _____ this technology to Indian conditions. (Adept, adapt)
- (3) The director made the _____ reference to the diversification plans.
(casual, causal)

Choose the correct option :

- (4) The expression 'Yours Faithfully' is an example of complimentary close in email writing.
(a) True (b) False
- (5) The expression 'Dear Sir/Madam' is an example of a salutation in email writing.
(a) True (b) False
- (6) Since an urgent email requires immediate attention, we must choose to write the entire text in capital letters.
(a) True (b) False
- (7) In order not to sound abrupt, one may consider starting an email with a warm up sentence.
(a) True (b) False
- (8) Professional communication uses ...
(a) Oral method (b) Written method (c) Both the above
- (9) General communication has set pattern and structure.
(a) True (b) False
- (10) Which one is not the purpose of professional communication ?
(a) Preparing advertisement
(b) Organizing event
(c) Getting feedback
- (11) Full form of the word memo is

Fill in the blanks with appropriate options :

- (12) We should not _____ unfair means even if we fail. (adept, adopt)
- (13) The new policy did not have much _____ on the sales. (affect, effect)
- (14) You must give me all the _____ factors. (causal, casual)