

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

**XR-122**

**April-2013**

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

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

**Time : 3 Hours]**

**[Max. Marks : 70**

- Instructions :** (1) Figures to right indicate full marks of the question.  
(2) Mention clearly the options you attempt.

1. (A) Write a note on physical appearance of a business letter. 7

**OR**

Write a note on the seven principles of effective business letter writing.

- (B) Do as directed: 7

- (1) 26<sup>th</sup> of January, 1950 was the day India became a Republic. Write this historic date in British style with closed punctuations.
- (2) Mention any four regular parts of a business letter.
- (3) Give a specimen of a Per Pro Signature.
- (4) Which of the following is an impersonal title ?
  - (a) Mr. Hetansh Patel
  - (b) The Excellent Industries
  - (c) M/s Shah & Sons
- (5) The letter head contains
  - (a) The name and the address of the sender
  - (b) The name and address of the receiver
  - (c) None of the above
- (6) Window envelopes are not safe for sending
  - (a) Circulars
  - (b) Notices
  - (c) Confidential letters
- (7) Make the following message more clear :  
“We shall soon send you a cheque for an appropriate amount”.

2. (A) As an owner of Shringar Store, Ahmedabad, write a letter of inquiry to The Style Cosmetics, Delhi, inquiring about the prices and the terms of business. 7

**OR**

As a manufacturer of herbal hair oil, make a voluntary offer to a prospective customer for your newly introduced 'Natural' hair oil.

- (B) You have received defective electrical goods from your supplier. Draft a letter of complaint. 7

**OR**

One of your customers has complained that they have received steel cupboards instead of wooden cupboards. Write a letter of adjustment.

3. (A) Write an application in response to an advertisement published in a daily Newspaper for the post of a sales manager in a newly opened super market in your city. 7

**OR**

Hotel Parkland of Baroda is in need of a receptionist fluent in English, Gujarati and Hindi. Draft a resume in response to this advertisement stating your qualification and experience.

- (B) Give an example of any one of the following : 7

- (i) Business Memo
- (ii) E-Mail
- (iii) Telex Message

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

**OR**

Write a note on the tips of preparing a good speech.

- (B) Write a short note on techniques for conducting a successful personal meeting. 7

**OR**

Suggest guidelines for preparing an effective power point presentation.

5. Do as directed :

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(A) Choose the correct option :

(1) Which of the following is a salutation used to write a letter to a lady government officer ?

- (a) Dear Sir
- (b) My dear Mr. Khanna
- (c) Dear Madam
- (d) None of the above

(2) A firm offer is

- (a) A reply to solicited inquiry
- (b) A business offer made without any inquiry
- (c) A reply to income tax query
- (d) A reply to start an agency firm

(3) Which of the following is an e-mail address :

- (a) www.homeshop.com
- (b) Mr. Mahesh Shah, 1, Surel Appt, Judges Bungalow Road, Ahmedabad.
- (c) amitbhatt@yahoo.co.in
- (d) None of the above

(4) A business memo is

- (a) Is short and to the point
- (b) Is long and detailed
- (c) Is an oral form of communication
- (d) None of the above

(B) State whether the following Statements are True or False :

- (1) Post Script is an occasional part of a business letter.
- (2) Business Jargons are frequently used in modern business letters.
- (3) A Power Point Presentation helps to enhance the understanding of a topic/subject.
- (4) A business memo is a means of internal communication in business organizations.
- (5) An E-mail is a very slow form of written communication.

(C) Match the following :

<b>A</b>		<b>B</b>	
(1) Registered A. D.	–	(a) Reply to Inquiry	
(2) Yours sincerely	–	(b) Power Point Presentation	
(3) C.O.D	–	(c) Complimentary Close	
(4) Slides	–	(d) Mailing Instructions	
(5) Catalogue & Price List	–	(e) Cash On Delivery	

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**XR-122**

**April-2013**

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

**109 – Commercial Communication**

**(New)**

**Time : 3 Hours]**

**[Max. Marks : 70**

- Instructions :** (1) Figures to right indicate full marks of the question.  
(2) Mention clearly the options you attempt.

1. (A) Discuss the seven C's of effective business letter writing. **7**

**OR**

Discuss any seven occasional parts of the business letter.

- (B) Do as directed. **7**

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

- (i) 'Patel stores' is a personal title.  
(ii) Mesdame is a plural form of Madam.  
(iii) A clerk signs the routine letters because he has been given the power of attorney.  
(iv) In the American style, the date is written in cardinal numbers.

(B) Fill in the blanks with appropriate words :

- (i) "Speed Post" an example of \_\_\_\_\_ directions.  
(ii) April 1, 2013 is the \_\_\_\_\_ method of writing the date.  
(iii) The address of the Company that writes the letter is called the \_\_\_\_\_.

2. On behalf of Makwana Industries, Mumbai make a firm offer for their water coolers to Supreme Sales Corporation, Ahmedabad. **14**

**OR**

Prince Industries Ltd. Kolkata have received an inquiry about a variety of fountain and ball pens from Ghanshyam Stationers, Ahmedabad. Draft a reply stating business terms and conditions.

3. Rajesh Sharma and Company, Agra have received an order for “Super” honey from Tej Swasthya Ayurvedic Stores, Ahmedabad. Write a letter to offer substitute goods as the suppliers do not have the ordered brand in stock at the moment. **14**

**OR**

Rushabh Garments Industries, Chennai have received an order for silk sarees from Rashmi Silk Palace, Ahmedabad. Draft a letter on behalf of the manufacturers to acknowledge the order.

4. (A) Write a complaint letter through E-mail about damaged goods. **7**

**OR**

Write a letter of adjustment through E-mail about Rude behaviour of a sales person.

- (B) (1) Match the words given in column “A” with their meanings in column “B”: **7**

**A**

**B**

- |               |   |
|---------------|---|
| (a) agenda    | (1) a group of people investing capital jointly |
| (b) syndicate | (2) failure to fulfil a condition               |
| (c) trademark | (3) a list of things for discussion             |
| (d) default   | (4) a legally registered name                   |

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

- (a) minimum wage
- (b) fiscal
- (c) waive

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

- (1) The business letter must have a \_\_\_\_\_ appearance to be effective.

- |              |                  |
|--------------|------------------|
| (a) balanced | (b) bottom-heavy |
| (c) blank    | (d) disorganized |

- (2) Window envelopes save us the trouble of typing the \_\_\_\_\_ again.

- |                |                        |
|----------------|------------------------|
| (a) Letterhead | (b) Inside Address     |
| (c) Signature  | (d) Mailing Directions |

- (3) BCC/ 786/ 2013 can be an example of the \_\_\_\_\_ Line.
- (a) Reference                      (b) Attention  
(c) Personal Notations      (d) Enclosure
- (4) “The Complimentary Close” is followed by a \_\_\_\_\_.
- (a) comma                      (b) full stop  
(c) semi-colon                  (d) colon

(B) State whether the following statements are true or false : **5**

- (1) The additional sheets of paper in the business letter do not contain the letterhead.
- (2) The physical appearance of a business letter is not important.
- (3) The blank spaces left on the four sides of the printed sheet of paper are called spacing.
- (4) The Post Script must always be signed by the letter writer.
- (5) Firm offers are for a specified time only.

(C) Match the following : **5**

- | <b>A</b>              | <b>B</b>                    |
|-----------------------|-----------------------------|
| (a) At par            | (1) The complimentary close |
| (b) Capital           | (2) Reference No.           |
| (c) Yours faithfully, | (3) Mailing Instruction     |
| (d) Registered post   | (4) Money and property      |
| (e) RT-7-12           | (5) Equal value             |

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