

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

**NG-102**

**November-2013**

**S.Y.BBA (Sem. III)**

**CC-207 : Commercial Communication**

**Time : 3 Hours]**

**[Max. Marks : 70**

1. (A) Define Professional Communication and differentiate it with General Communication. 7

**OR**

- (A) Write short notes on :
- (i) Features of professional communication
  - (ii) Purposes of commercial communication
- (B) Discuss what is wrong with this e-mail message in terms of structure, tone, format and language. Rewrite it more appropriately. 7

From	badtameez.nehu@communicationonline.org
Date	25:7:04 16:06:29
To	<a href="mailto:navya@communicationonline.org">navya@communicationonline.org</a>
CC	
Subject	HELLO!
<p>HI NAVYA!!!!</p> <p>Hope things r gud with u, its gr8 2 know that u will b back in malaysia again in nov to hold ur seminar on effective biz writing. PLS LET ME HAVE SOME FREE DATE WHILE U R HERE;);) some bookstores r interested ina talk cum singing event, I hope u will agree to take part. Anyway, u wil have to come to branch office to report to our boss;)</p> <p>C u soooooon.</p> <p>Rgs,</p> <p>Neha.</p>	

**OR**

- (B) Draft a memo from the Managing Director of Rainbow Mobile Network Operator to its Customer Relations Officer for not attending to a customer's complaint.

2. (A) Write a letter on behalf of **Zenith Apparels** to Louise Philippe, the makers of an International Brand of men's wear, inquiring about the new range of cotton and silk shirts suitable for Indian conditions and market. 7

**OR**

Place an order for heaters and geysers from Bajaj Electricals for your newly constructed three star hotel Palmleaf and insist on delivery before the 1<sup>st</sup> of December.

- (B) On behalf of Bajaj Electricals, write a reply to Palmleaf Hotel confirming their order of heaters and geysers. Assure them that the required items will be sent to them before the 1<sup>st</sup> of December, but they will have to pay extra shipping charges for the urgent order. 7

**OR**

Saarth Gruh Udyog, Nadiad has received a letter from a retailer complaining of bad quality of snacks in the consignment of Khakhra, Mathia and Kachori supplied by them. According to the retailer the snacks were stale and inedible. Write a tactful letter of adjustment from Saarth Gruh Udyog to the customer.

3. (A) Rainbow Denim Ltd. has been going through drastic losses for the past few months. Draw a report as a Sales Manager investigating into the reasons for decline in sales. Give recommendations. 7

**OR**

A manufacturing plant of Rainbow Denim Ltd. in Khokhra, Ahmedabad caught fire due to short circuit. Draft the unit manager's report investigating into the accident.

- (B) Rainbow Denim Ltd. is looking for a suitable site to establish a new manufacturing plant in an industrial area of Ahmedabad. Draw a committee report giving recommendations. 7

**OR**

Draft a report of the committee appointed to hear the demands and grievances of the workers of Rainbow Denim Ltd.

4. (A) Do as directed :

(1) Fill in the gaps choosing an appropriate option : (any **three**) 3

- (a) I have been planning to start a business. I need your \_\_\_\_\_, as you are an expert in this field. (advise, advice)
- (b) Ms. Chameli Chaturvedi works as an \_\_\_\_\_ consultant of this company. (honorary, honorable)
- (c) Nivedita and Naisargi are twin sisters. The \_\_\_\_\_ is taller of the two. (latter, later)
- (d) You cannot sue me for such a \_\_\_\_\_ mistake. (negligible, negligent)

(2) Replace the inflated words/phrases from the following sentences with their substitutes. 4

- (a) The police found some footprints in the vicinity of the spot where the accident took place.
- (b) It is important to remember that one needs money in order to commence business.
- (c) There is no possibility that I do not get selected for this job. I have acquired all the required degrees for it.
- (d) Please give your feedback after you accomplish your project.

(B) Read the following paragraph and answer the questions below : 7

### **States Oppose Inclusion of Liquor, Petroleum Products in GST**

Several states on Monday opposed inclusion of petroleum products and liquor in the proposed Goods and Services Tax (GST) regime as the move would severely affect their revenues.

This came out as the meeting of the Empowered committee of State Finance Ministers that deliberated the revised draft of the constitutional Amendment Bill for introduction of new indirect tax regime, among other things. Some states also expressed their reservation to inclusion of 'entry tax' in the GST fold.

While the Centre wants liquor and petroleum products should come under the GST, states are keen to retain their power to tax these items as they are major sources of revenue.

"Majority of the states have opposed bringing petroleum products and liquor in GST framework. They want to keep the two items out of GST," Empowered Committee chairman and Jammu & Kashmir Finance Minister AR Rathor told reporters after the meeting.

He did not provide names of states opposing the move.

Only 10-12 state finance ministers, he said, could present their views due to 'paucity of time' and the remaining states would get chance in the next meeting scheduled in November.

"Empowered committee has not completed its discussion on the revised Bill. We will try to conclude the discussion in the next meeting." Rathor added.

#### **Questions :**

1. What is the full form of GST ?
2. In which meeting did the State Finance Ministers oppose inclusion of liquor and petroleum products in GST ?
3. Why have the majority of states opposed bringing petroleum products and liquor in GST frame work ?
4. Who is A R Rathor ?
5. Which states opposed the move ?
6. Why could only 10-12 state finance ministers present their views in the meeting ?
7. Explain the meaning of 'paucity'.

## 5. Do as Directed :

- Replace the inflated words/phrases from the following sentences with their substitutes :
  - (1) A large number of students fail only because they do not study.
  - (2) After reading your report, I have come to the conclusion that the employees' complaints are valid and the company needs to take steps.
  - (3) Except in small number of cases, the students manage to get good marks in Commercial Communication.
- Fill in the gaps using appropriate words from the brackets :
  - (4) I will have to go out of town on an \_\_\_\_\_ tour. (official, officious)
  - (5) If you do not appear for internal examination, you will \_\_\_\_\_ internal marks. (lose, loose)
  - (6) Choosing this profession was a \_\_\_\_\_ decision. (judicious, judicial)
- Choose the correct option :
  - (7) The letter head should not consist of
 

(a) Date	(b) Name of the company
(c) E-mail address	(d) Telephone no.
  - (8) Which of the following is not a part of a business letter ?
 

(a) Heading	(b) Inside address
(c) Enclosures	(d) None of the above
  - (9) Which of the following is the correct salutation ?
 

(a) Dear	(b) Dearest Sir,
(c) Dear Sir	(d) My dear
  - (10) What is the full form of PS ?
 

(a) Post Salutation	(b) Pre Script
(c) Post Script	(d) Pre Salutation
  - (11) Which of the following is the correct way of writing date ?
 

(a) 10, oct, 2013.	(b) 10 - Oct., 2013
(c) 10 October 2013	(d) Both (a) and (b)
  - (12) While writing an E-mail, one should avoid all capital letters.
 

(a) True	(b) False
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  - (13) One reason why E-mails are popular is that they are fast, cheap and easy to operate.
 

(a) True	(b) False
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  - (14) Which of the following is an advantage of Memo ?
    - (a) It has message in its simplest form.
    - (b) It is expensive.
    - (c) It is inconvenient.
    - (d) None of the above.