

Seat No. : _____

ZL-126

May-2014

B.Com. (Sem.-II)

109 : Business Correspondence (Old)

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 any seven occasional parts of the Business letter in brief. 7

OR

Explain the seven C's of effective Business letter writing.

(B) Do as directed : 7

(1) Which, according to you, is generally the colour of the paper of a business letter ? _____.

- (a) gray
- (b) white
- (c) blue

(2) Mention any four regular parts of a business letter.

(3) Give a specimen of the carbon copy notation.

(4) Which of the following is an informal Salutation ?

- (a) Sir
- (b) Dear Sir
- (c) My dear Mr. Shah

(5) In America, the date is written _____.

- (a) before the month
- (b) after the month
- (c) after the year

(6) Messrs comes before _____.

- (a) firms with personal names
- (b) firms with impersonal names
- (c) the name of a college

(7) Make the following message more clear :

“We shall soon send you a parcel of few books.”

2. (A) Draft a letter from Prince Plastic Traders, Ahmedabad to The Sunplast Industries, Mumbai inquiring about the different variety of plastic goods they manufacture. 7

OR

As a manufacturer of Electronics goods, make a firm offer to your customers for your new model of Television.

- (B) Write a letter of complaint on behalf of a retail shop owner to his supplier informing him about the inferior quality of readymade shirts sent to him. 7

OR

One of your customers has complained about having received the goods in damaged condition. Write a reply letter offering suitable adjustment.

3. (A) Draft an application in response to an advertisement published in 'The Times of India' for the post of an Accountant in a reputed firm of Ahmedabad. 7

OR

The Sambhav Infrastructure Company requires a Marketing Manager having good knowledge of Hindi, Gujarati and English. Draft an application in response to this advertisement stating your qualification and experience.

- (B) Give a specimen of a Business letter sent through an e-mail. 7

OR

Give an example of a Business memo written by an officer to his employee for repeatedly coming late to office.

4. (A) Draft a speech of a Sales Manager to the Sales Team of his company. 7

OR

Write a note on the guidelines for preparing an effective business presentation.

- (B) Discuss in brief some important points to be kept in mind while conducting a personal meeting. 7

OR

Write a note on how to prepare a good Power Point Presentation.

5. Do as directed : 14

- (A) Choose the correct option :

- (1) A business letter should be sent _____.
(a) in a large sized envelope
(b) in a small sized envelope
(c) in an envelope which fits the size of the envelope
(d) none of the above

- (2) The term C.O.D means
- (a) Cash on Delivery
 - (b) Cash on Demand
 - (c) Certificate of Delivery
 - (d) None of the above
- (3) Complimentary Close comes _____.
 (a) below the inside address
 (b) below the body of the letter
 (c) at the beginning of the letter
 (d) none of the above
- (4) Power Point Presentation means _____.
 (a) Presentation by use of audio visual aids
 (b) Presentation on radio
 (c) Presentation through telephone
 (d) None of the above

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

- (1) An email can be sent to many persons at a time.
- (2) Business Jargon is an important part of a modern business letter.
- (3) Business Jargons are not used in modern business letters.
- (4) A business memo is always very long and descriptive.
- (5) The Latin word 'Postscriptum' means 'written afterwards'.

(C) Match the following :

A	B
Messrs	- Occasional Part
E mail	- Regular Part
Title for a lady	- Electronic Mail
Subject Line	- M/S
Date	- Ms
