

Seat No. : _____

ZL-127

May-2014

B.Com. Sem.-II

109 : Commercial Communication – II

(New)

Time : 3 Hours]

[Max. Marks : 70

- Instructions :**
- (1) All the questions are compulsory.
 - (2) Mention clearly the options you attempt.
 - (3) Figures to the right indicate full marks.

1. (a) Write a note on Physical appearance of a Business letter. 7

OR

Write a note on Seven Cs of Business letter writing.

- (b) Do as Directed : 7

- (1) Write the date of the Independence day of India (i.e. 15-08-1947) in Ordinal Numbers.
- (2) A letter is addressed to a lady government officer. Give proper salutation.
- (3) Give a specimen of : Attention Line.
- (4) Correct the following :
Your's Faithfully
- (5) Use Esq., and re-write :
Mr. K.P. Shah, M.Com.
- (6) Re-write the following sentence with courtesy :
Don't forget to send the goods in a week.
- (7) Name two occasional parts of a business letter.

2. Uday Steel Furniture, Ahmedabad is interested in purchasing steel furniture from the Rainbow Furniture Mart, Mumbai. Write a letter making an inquiry about prices, terms of payment and other conditions. 14

OR

As a manufacturer of a TV set, write a letter making a voluntary offer for a newly introduced LED TV.

3. As a retailer in readymade garments, write a letter placing an order for cotton shirts and T-shirts. 14

OR

Monarch Enterprise, Surat has received an order for particular wrist watches from The Golden Time, Ahmedabad. Monarch Enterprise is unable to send the goods on time. Write a letter asking for an extension of time limit to execute the order.

4. (a) Write a complaint letter through E-mail about shortage in quantity of goods. 7

OR

Write a letter of adjustment through E-mail in response to complaint about damaged goods.

- (b) (1) Match the words given in Column 'A' with their meanings given in Column 'B' : 4

A

B

- | | |
|---------------|----------------------|
| 1. Freight | a. Excess |
| 2. Negotiable | b. Face value |
| 3. At par | c. Transferable |
| 4. Surplus | d. Cost of Transport |

- (2) Explain the following words in simple English : 3

- (1) Lease
- (2) Budget
- (3) Backlog

5. (a) Fill in the blanks with appropriate options : 5

- (1) Appearance is counted in a _____ letter.
(a) Personal (b) Informal (c) Business
- (2) In America, salutation is followed by _____.
(a) Comma (b) Colon (c) Semi-colon
- (3) _____ is used when we forget to mention important sentence in a body of the letter.
(a) Postscript (b) Attention line (c) Enclosure
- (4) Superscription is written _____.
(a) below letter-head
(b) on the envelope
(c) on the top-edge of the paper
- (5) _____ is not used in a business letter.
(a) Polite language
(b) Correctness
(c) Discourteous language

- (b) State whether the following statements are true or false : **5**
- (1) Both Mr. and Esq. can be used together.
 - (2) Margins are not necessary in a business letter.
 - (3) We avoid the use of jargons in business letters.
 - (4) Complimentary close should match with salutation.
 - (5) Attention line is used to draw attention of the person who has to attend the letter.

- (c) Match the following : **4**

A	B
1. MNP/DRS	a. Polite leave-taking
2. Pledge	b. Identification Mark
3. Continuation sheet	c. To give Security
4. Complimentary close	d. The Second page of a letter
