

Seat No. : _____

MG-104

March-2019

BBA., Sem.-III

CC-207 : Commercial Communication

Time : 2:30 Hours]

[Max. Marks : 100

1. (A) Write the following :

(I) Differentiate between General and Professional Communication. 7

(II) Features of successful Professional Communication. 7

OR

(I) Draft a memo as the Marketing Manager of your company to the Marketing executive warning him on submission of fake transportation bills.

(II) Rewrite the following E-mail as Purchase Executive of a Company. Add necessary details like Sender, Receiver, Subject Line, etc. Also send CC & BCC to your Manager and Chairman.

Hi all,
V r instrstd in buying the latest heatconverter launched by ur company. R u ready with supplies ? PL specify schdl of delivery as v r waiting 2 get the deal thru.
V.H.Shukla For ToyatySyrabim Pvt. Ltd., Ahmedabad

(B) Do as Directed : (Any 4 out of 6) 4

(I) It is not necessary to mention subject line in E-Mail. (True/False)

(II) Memos are used for Internal Communication Purpose only. (True/False)

(III) _____ Communication is normally informal in style and approach.
(General, Professional)

(IV) _____ Communication is considered as an authentic Legal Proof.
(Oral, Written)

(V) We must always write our E-mails in Full Capital Letters.
(True/False)

(VI) What is full form CC & BCC in E-mail writing ?

2. (A) Write the following :
- (I) Write a letter for Krisha Sports, Ahmedabad, inquiring about sports goods and equipment to POLO Sports Goods Ltd. Also ask the seller to send the Brochure, Price List with all the terms and conditions of Payment and Transportation. 7
 - (II) Write a Reply Letter for POLO Sports Goods Ltd. to Krisha Sports, Ahmedabad for above mentioned Inquiry Letter. 7
- OR**
- (I) Place an Order for Chairs, Office Tables and Cupboards for your new office to HOF Office furniture suppliers. (Invent Necessary details)
 - (II) A Supplier of Garments has suffered a great loss because of Fire at Factory, Write a Cancellation Letter for the company on his behalf. (Invent Necessary details)
- (B) Do as Directed : (Any 4 out of 6) 4
- (I) What is the full form of F.O.R. ?
 - (II) Dear Sir/Madam is known as _____. (Salutation, Complementary Close)
 - (III) The stage of Complaint comes after _____. (Inquiry, Reply, Execution of Order)
 - (IV) Complementary Close is written _____ the 'body of letter' in business letter. (Above, Below)
 - (V) MM/DD/YY is a/an _____ format of type of date. (American, British, Indian)
 - (VI) What is the full form of C.O.D. ?
3. (A) Write the following :
- (I) Krishani Denim Ltd. has been badly damaged by fire. Draft a report as secretary of the company, inquiring about the causes of fire and estimate the loss which occurred due to fire. Also suggest precautions for future. 7
 - (II) A Committee is instructed to draft a report to inquire into the grievances and Demands of Female workers in a Company. Draft a report suggesting Welfare measures. 7
- OR**
- (I) Shiven Enterprises Ltd. is looking for a suitable site to establish a new manufacturing plant in an industrial area of Ahmedabad. Draft a committee report giving recommendations.
 - (II) Radha-Krishna exports Ltd. has been going through drastic losses for the past few months. Draft an individual report as a Sales Manager investigating into the reasons for decline in Sales. Give Recommendations.
- (B) Do as Directed : (Any 3 out of 5) 3
- (I) Generally the Company Secretary prepares the Report. (True/False)
 - (II) Periodic Reports are related to a single Occasion/Situation. (True/False)
 - (III) _____ reports are usually written in Letter-Text Combination Forms. (Long, Short)
 - (IV) Business Reports helps the authorities to take healthy and timely decisions. (True/False)
 - (V) Generally a report is considered as _____ document. (Solicited, Unsolicited)

4. (A) (I) Do as Directed :
- Fill in the Blanks : (Any 4) 4
 - (i) He has a car for _____ use. (Personal, Personnel)
 - (ii) One can ignore _____ mistake. (Negligible, Negligent)
 - (iii) I have to go out of town on an _____ tour. (Officious, Official)
 - (iv) He is an expert in English. You can take his _____. (Advise, Advice)
 - (v) There was a fire at industrial _____. (Sight, Site)
 - (vi) The judges are _____ to Mumbai. (Proceeding, Preceding)
 - Give one word substitute : (Any 3) 3
 - (i) A large number of (ii) At some future time
 - (iii) Accordingly (iv) Commence
 - (v) In the interest of
- (II) Read the given Passage carefully and answer the following questions. 7
- Born on Jan 12, 1863 in an **affluent** Bengali family, Narendra Natha Datta was a precocious child who was what we call nowadays, an all-rounder, excelling in music, studies and athletics. His father Vishwanatha Datta was a well-known attorney. However, he took the spiritual route instead and introduced Hinduism to the world in 1893 when he spoke at the World's Parliament of Religion at Chicago. The historic speech was given on September 11, 1893 by Swami Vivekananda.
- Sisters and Brothers of America,
- It fills my heart with joy unspeakable to rise in response to the warm and cordial welcome which you have given us. I thank you in the name of the most ancient order of monks in the world; I thank you in the name of the mother of religions, and I thank you in the name of millions and millions of Hindu people of all classes and sects.
- 'My thanks, also, to some of the speakers on this platform who, referring to the delegates from the Orient, have told you that these men from far-off nations may well claim the honour of bearing to different lands the idea of toleration. I am proud to belong to a religion which has taught the world both tolerance and universal acceptance.
- We believe not only in universal toleration, but we accept all religions as true. I am proud to belong to a nation which has sheltered the persecuted and the refugees of all religions and all nations of the earth. I am proud to tell you that we have gathered in our bosom the purest remnant of the Israelites, who came to Southern India and took refuge with us in the very year in which their holy temple was shattered to pieces by Roman tyranny. I am proud to belong to the religion which has sheltered and is still fostering the remnant of the grand Zoroastrian nation. I will quote to you, brethren, a few lines from a hymn which I remember to have repeated from my earliest boyhood, which is every day repeated by millions of human beings: "As the different streams having their sources in different paths which men take through different tendencies, various though they appear, crooked or straight, all lead to Thee."

The present convention, which is one of the most august assemblies ever held, is in itself a vindication, a declaration to the world of the wonderful doctrine preached in the Gita: “Whosoever comes to me, through whatsoever form, I reach him; all men are struggling through paths which in the end lead to me.” Sectarianism, bigotry, and its horrible descendant, fanaticism, have long possessed this beautiful earth.

- (1) What was Vishwanatha Datta’s profession ?
 - (1) Attorney (2) Spiritual leader
 - (3) Teacher (4) None of the above
- (2) Who spoke at the World’s Parliament of Religion ?
 - (1) Narendra Swami (2) Swami Vivekananda
 - (3) Swami Datta (4) None
- (3) Give the Synonym of the word “Tendency”.
 - (1) Delegate (2) Habit
 - (3) Orient (4) Toleration
- (4) In the phrase: “all lead to Thee”, to whom does the word ‘Thee’ refer ?
 - (1) All religions (2) The delegates present
 - (3) God (4) Universal brotherhood and peace
- (5) In the phrase: “I am proud to belong to a nation” - What nation is the speaker referring to ?
 - (1) India (2) South America
 - (3) Rome (4) Africa
- (6) At which Place Swami Vivekananda gave his famous speech ?
 - (1) Kolkata (2) California
 - (3) Mumbai (4) Chicago
- (7) Give Synonym of “Affluent” ?
 - (1) Wealthy (2) Affective
 - (3) Efficient (4) Healthy

(B) Do as Directed : (Any 3 out of 5)

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- (I) Ambani has left sufficient wealth for his _____. (Dependant, Dependent)
- (II) In USA _____ are not allowed to stay for more than 6 months.
(Emigrants, Immigrants)
- (III) His company is making _____ profit then what he expected.
(excess, access)
- (IV) Give one word substitute for – “for the purpose of” - _____.
- (V) Give one word substitute for – “At a rapid rate” - _____.