

[167A8]

SEAT No. \_\_\_\_\_

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SARDAR PATEL UNIVERSITY

B.Com. Sem.-II

(CBCS)

UB02FCOM01  
3<sup>rd</sup> April 2017

ENGLISH AND BUSINESS COMMUNICATION-II

60 Marks  
10 to 12

Note 1. All the questions are compulsory.

2. Figures to the right indicate full marks.

Q.1 A : What is communication ? Explain it. 10

B : Discuss 'advice' as objective of the communication. 05

OR

Q.1 A : Explain the communication cycle with diagram. 10

B : Write a brief note on 'knowledge' as an objective of the communication. 05

Q.2 A : Write short note on the following: 15

1. Date writing styles

2. Importance of signature in Business Letter

3. Conciseness

OR

Q.2 A : Write short note on the following: 15

1. Address writing styles

2. Importance of Reference No in Business Letter

3. 'You Attitude' in Business Letter

Q.3 A : Write a letter of inquiry as a retail business man to 'Tomato Fashion Garments', to know about the details of business terms and conditions for the summer cool garments for boys and girls as the summer is approaching. 08

Q.3 B : You have to start a show room for the electronic products. Draft a letter to enquire about the designing, installation of furniture and furnishing it. Ask for the quotation and other business terms and conditions. 07