

.Smt.S.I.Patel Ipcowala College Of Commerce, Petlad

Internal Test:-2019

English & Business Communication - II

B.com Sem-2

Date:-23/02/2019

Time:-8.00 to 9.00

Marks:-30

Q-1	(A)	Explain the process of communication with diagram.	5
	(B)	Explain in detail "Knowledge" and "Advice" as the objectives of communication	5
OR			
	(A)	Discuss in detail the "Seven Cs" of business correspondence	5
	(B)	Discuss in detail "Information" and "Suggestion" as the objectives of communication.	5
Q-2	(A)	Write short notes on Any Two.	12
		(1) The Inside Address	
		(2) The Signature	
		(3) The Enclosure	
		(4) The Salutation	
	(B)	As a dealer in Sports Equipments, write a letter to New Anand Sports Ltd., Mumbai asking for prices of the newly manufactured equipments and the terms of business.	8
OR			
	(B)	In reply to an inquiry from Top Garments, Station Road, Vadodara, write a letter enclosing a price-list with terms and conditions on which you would like to supply the goods.	8