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SARDAR PATEL UNIVERSITY  
B.COM.SEMESTER-II(CBCS- Regular/NC)

Monday, 25<sup>th</sup> March 2019

10:00 a.m. To 12:00 p.m.

UB02ACOM21 : English & Business Communication-II

Total Marks : 60

Q.1. (A) What is Communication? Describe its importance with the help of some definitions. (10)

(B) Discuss "INFORMATION" as one of the important objectives of communication. (05)

OR

Q.1. (A) Describe the Process of Communication with appropriate diagram. (10)

(B) Write a note on "PERSUASION" as an objective of communication. (05)

Q.2. Write short notes on the following : (15)

1. Clarity
2. Heading
3. Identification Initials as an occasional part of a Business letter

OR

Q.2. Write short notes on the following : (15)

1. Importance of Courtesy in business letter
2. Signature as an important part of a business letter
3. Salutation

Q.3. (A) You have read an advertisement of table-fans in the Hindustan Times. As a dealer of electrical goods, draft an inquiry letter to BREEZEAIR FANS, Delhi, inquiring about the business terms and conditions. (08)

(B) The Sales Director, Pioneer Furniture Company, Hyderabad has received an inquiry for installing and supplying 1000 push-back chairs in a theatre at Nadiad. Submit a quotation on behalf of the Company. (07)

OR

Q.3. (A) Write a letter of inquiry to Perfect Stationery Suppliers, Surat. Ask for samples and price at which you can get foolscap writing paper, cartoon paper and ball pens. Inquire about the discount they would give. (08)

(B) Playmate Toy Co., Chennai received a letter of inquiry for musical toys from Gupta & Sons, Junagadh. Write a letter of reply mentioning terms of trade and quotation. (07)

(1)

(P.T.O.)