

**Smt S I Patel Ipcowala College of Commerce, Petlad**  
**Internal Test**  
**SYBOM- Sem 3**  
**Sub.: English and Business Communication-III**

**Date: 29/09/2018**  
**TIME: 9.45 to 10.45**

**Total Marks: 30**

**Q: 1 Write short Note on any One**

**(7)**

- (1) Character sketch of Mercedes.
- (2) Conspiracy against Dantes.
- (3) Abbe Faria

**Q: 2 [A] What is downward communication? Point out its advantages and limitations**

**(8)**

**OR**

**Q: 2 [A] Explain Grapevine Communication in detail.**

**Q: 2 [B] Write short notes on any One.**

**(7)**

- (1) Group Identification, Status Block and Closed Mind as barriers to Communication
- (2) Semantic barriers to communication.
- (3) Physical barriers.

**Q: 3 [A] The design of the Chairs You have received is different or wrong from the design of the sample shown to you. Write a letter to the suppliers to take the Chairs back and send the chairs you ordered.**

**(8)**

**OR**

**Q: 3 [B] You have received a letter from one of your old customers complaining of damaged goods received by them. Draft a suitable reply.**

-----\*\*\*\*\*All the Best\*\*\*\*\*-----