



AN-7463

Seat No. _____

Second Year B. Com. (Non CBCS) Examination

March / April - 2016

Business Communication

(Old Course)

Time : 3 Hours]

[Total Marks : 100

- Instructions :** (1) All questions are **compulsory**.
(2) Figures to the **right** indicate the full marks of the questions.

- 1 (A) Write short notes : (any **three**) **15**
- (1) Advantages of written communication
 - (2) Non verbal communication
 - (3) Basic elements of communication
 - (4) External barriers in communication
 - (5) E-mail.
- (B) State whether the following statements are true **5**
or false :
- (1) Conciseness can be maintained at the cost of clarity.
 - (2) I attitude does not create sender oriented barrier.
 - (3) Grapvine provides speedy transmission of information.
 - (4) Formal channel of communication is expensive.
 - (5) Date written in figures can create confusion.
- 2 (A) Write short notes : (any **three**) **15**
- (1) You attitude
 - (2) Date
 - (3) Completeness in business letter
 - (4) Post Script
 - (5) Letter head.

- (B) Answer any **one** of the following : **5**
- (1) Formation of grapevine.
 - (2) Oral communication.
 - (3) Subject line in business letter.
- 3** (A) M/S Vihan Brothers, 3-A, City Market, Station Road, Halvad-363330 intend to purchase different types of fans. On their behalf write a suitable trade inquiry letter to their prospective supplier. **12**
- OR**
- You have received a trade inquiry letter from **12**
M/S Aryan Brothers, 2-B, Navkar Chambers, Super
Market, Zala Road, Dhrangadhara-363310 for the supply
of steel furniture. Draft a suitable reply.
- (B) Harshal Trading co., B-9, Commercial Chambers, **12**
University Road, Navarangpura, Ahmedabad-8, Write
a letter to M/S Gurumukhsingh Bagga & Co., 3-C,
Shoppers' Corner, City Market, G.T. Road, Jalandhar.
Placing an order for sports goods. Write a Suitable
letter.
- OR**
- M/S Bal & Co; Calcutta have received a large order **12**
for readymade garments from a customer. Write a letter
from M/S Bal & Co; regretting that customer's order
cannot be executed in time as factory workers are on
strike.
- 4** (A) Write a letter to the General Manager of a **12**
Departmental Store complaining of incivility of their
salesman.
- OR**
- One of your customers has complained about the **12**
shortage in consignment. Draft a suitable and pacifying
reply to his complaint.

- (B) A reputed and valuable customer of yours has been undergoing financial crisis and feel belittled of not being prompt in payment. Through reliable sources you have learnt about his difficulties. Write him a suitable sympathetic letter, suggesting him to make the payment on easy instalment and also to return the goods that remain unsold. **12**

OR

Write a letter to your debtor threatening for the legal action for the debt. **12**

- 5** Draft a suitable sales letter for LED T.V. **12**

OR

- 5** Draft a suitable sales letter for computer. **12**
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