



MAI-7463

Seat No. _____

Second Year B. Com. (Non CBCS) Examination

February – 2018

Business Communication

Time : 3 Hours]

[Total Marks : 100

- Instructions :** (1) Attempt all the questions.
(2) Figures to the right indicate marks.

- 1** Attempt any **three** short notes from the following : **15**
(i) Verbal Communication
(ii) Non-verbal Communication
(iii) Barriers in Communication
(iv) Advantages and Disadvantages of written Communication
(v) Differences between Fax and E-mail
- 2** Write three short notes from the following : **15**
(i) Importance of 'You' attitude in business letter
(ii) Grapevine
(iii) Outward appearance of a letter
(iv) Importance of heading in a business letter
(v) Gestures
- 3** (A) State whether the following statements are true or false : **5**
(i) Grapevine must be trusted completely.
(ii) Heading, Date and inside address should be written with open punctuation marks.
(iii) Formal Communication is never employee oriented.
(iv) Informal channel of communication is always expensive.
(v) Heading of the letter always comes on the front side of the envelope.
- (B) Attempt any **one** of the following : **5**
(i) Notice
(ii) Memorandum
(iii) Superscription

4 Write a letter of inquiry from Patanjali Ayurvedic Store, 12
Yagnik Road, Rajkot where the shop keeper wishes to
inquire the price of Chywanprash.

OR

4 You have received a trade inquiry letter from Maharaja 12
College of Commerce, Kalawad Road, Rajkot regarding the
supply of furniture. Draft a suitable reply.

5 The Librarian, Shiv College of Commerce and Computer 12
Science, University Road, Rajkot places an order of the books
to Prakash Books, Bara Bazar, Brareilly.

OR

5 Mohit Bags, M.G. Road, Rajkot receives a letter of order 12
for the supply of 1000 laptop bags from Arvind College of
Education, Gondal Road, Rajkot. But they are unable to
execute the order in time. Draft a letter.

6 On behalf of a customer, write a letter to Rajshree 12
Electronics, complaining that the LED tv sent by them does
not work properly.

OR

6 On behalf of Vision Bank, Gundala Road, Gondal write 12
an apologetic reply to a complaint against misbehaviour of
an employee.

7 Write a letter to your customer who has not paid the 12
due amount of the bill in time.

OR

7 Write a sales letter to promote the Health-Insurance Plan 12
of your Insurance Company.

8 Write a sales letter to promote the Home-Loan scheme 12
of your bank.

OR

8 As a bank manager, draft a polite reminder to your 12
client for linking Aadhar Card with his/her account.