

# AA-125

April-2019

B.Com., Sem.-II

## 109 : Commercial Communication-II (New Course)

Time : 2:30 Hours]

[Max. Marks : 70

**Instruction :** Figures in the right side in the parenthesis indicate marks.

1. Write a note on the advantages and disadvantages of the oral communication. 17
- OR**
- What is non-verbal communication ? Mention its advantages and disadvantages.
2. (A) Write a note on : (any one) 10
- (1) Seven 'C' s of business letter.
- (2) Regular Parts of a business letter.
- (B) Do as directed : 7
- (1) Correct the following :  
Your's faithfully
- (2) Write your birth date in American style.
- (3) Give an example of per pro signature.
- (4) Mention any two regular parts of a business letter.
- (5) Mention any two occasional parts of a business letter.
- (6) Re-write the following sentence with clarity :  
We will send the goods soon.
- (7) Illustrate only with lines the intended form of writing an inside address.
3. On behalf of Jyot Mart, Mahesana, draft a letter of inquiry to Delight Crockery, Patan, asking about prices, terms of payment and other business conditions. 17

**OR**

Draft a reply to an inquiry placed by Gujarat Stores about the varieties of readymade garments manufactured by your company.



4. (A) Sagar Store has received damaged goods. Draft complaint letter through E-mail. 9

OR

Write a reply, through E-mail, to the complaint against an employee's rude behaviour by a customer to the manager of Star Traders, Ahmedabad.

(B) Match the following : 6

A

1. Reimburse
2. Surplus
3. Lease
4. Consignee
5. Deficit
6. Patent

B

- a. Rental agreement
- b. Legal personal right
- c. Refund
- d. Shortage
- e. Excess
- f. Recipient

(C) Choose the correct option : 4

(1) The complimentary close is always followed by a \_\_\_\_\_.

- (a) comma (b) colon (c) full stop

(2) \_\_\_\_\_ is used when we forget to mention important sentence in a body of the letter.

- (a) Enclosure (b) Attention line (c) Post script

(3) The signature in a business letter \_\_\_\_\_.

- (a) should be typed  
(b) should be written by hand  
(c) should be made by a rubber stamp

(4) What is the full form of email ?

- (a) Electrical mail (b) Electronic mail (c) Electronic gMail



Seat No. : \_\_\_\_\_

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April-2019

**B.Com., Sem.-II**

**109 : Commercial Communication-II**

**(Old Course)**

**Time : 2:30 Hours]**

**[Max. Marks : 70**

**Instruction :** Figures in the right side in the parenthesis indicate marks.

1. (A) Write a short note on any **one** of the following : 10
- (1) Explain the physical appearance of a **business letter**.
- (2) Write a note on occasional parts of a **business letter**.
- (B) Do as directed : 7
- (1) Mention any two occasional parts of a **business letter**.
- (2) Write today's date in **cardinal numbers**.
- (3) Mention any four qualities of an **effective business letter**.
- (4) Correct the following :  
dear Sir,
- (5) Give a specimen of **Inside Address** in Indented form.
- (6) Make the following offer firm :  
We shall allow you a good discount.
- (7) Give a specimen of **Per Pro signature**
2. Sheetal Furniture, Motera, Ahmedabad, is interested in purchasing furniture from the Home Care Furniture, Vadodara. Write a letter making an inquiry about prices, terms of payment and other conditions. 17
- OR**
- Suhana Tea Agency, Ahmedabad has received a letter of inquiry about better terms and conditions. Draft a suitable reply.
3. As a retailer in readymade garments, draft a letter placing an order for jeans and T-shirts. 17
- OR**
- You have received a huge order for Sun fans from one of your valued customers. Draft a letter executing the order.



4. (A) On behalf of a retailer of Seema Crockery, Sabarmati, Ahmedabad, send an e-mail to his supplier complaining about shortage in quantity of goods. 9

OR

Write a reply through e-mail to the complaint against an employee's rude behaviour by a customer to the manager of Royal Departmental Store, Vadodara.

- (B) Match the following words : 6

A	B
1. Bankruptcy	a. On contract
2. At par	b. To give security
3. Gross	c. Financial loss
4. Mortgage	d. Brand
5. Pledge	e. Face value
6. Trademark	f. Total

- (C) Choose the correct option : 4

- (1) The letter head contains :

- (a) The name and address of the company which writes the letter.  
(b) Only the name of the company which writes the letter.  
(c) The name and address of the company to which the letter is written.

- (2) The full block form is considered :

- (a) Traditional (b) Modern (c) Outdated

- (3) The most popular form of salutation in business letter is :

- (a) Gentleman (b) Sir (c) Dear Sir,

- (4) Messers comes before :

- (a) firms with persona title  
(b) the name of proprietary firms  
(c) firms with impersonal title