

Seat No. : 13418

09B-101

May-2015

B.Com., Sem.-II

109 : Commercial Communication – II
(New Course)

Time : 3 Hours]

[Max. Marks : 70

- Instructions :** (1) All questions are compulsory.
(2) Mention clearly the options you attempt.
(3) Figures to the right indicate full marks.

1. (a) Discuss seven Cs of effective business letter writing. 7

OR

Write a brief note on seven regular parts of a business letter. 7

(b) Do as directed :

- (1) Write today's date in Cardinal Numbers.
- (2) A letter is addressed to 'Gita & Sita Company'. Give proper salutation
- (3) Correct the following :
Truely Yours.
- (4) Give a specimen of 'Per Pro. Signature'.
- (5) Who are identified by the identification mark ?
 - (i) _____
 - (ii) _____
- (6) Illustrate only with lines the Indented form of writing an inside address
- (7) Re-write the following sentence with clarity :
You will get good discount.

2. National Garments Ltd., Mumbai has received an inquiry about a variety of readymade garments from Monarch Emporium, Ahmedabad. Draft a Reply quoting business terms and conditions. 14

OR

Neha Electronics, Ahmedabad intends to place a bulk order of home appliances with BPL India Ltd., Mumbai. Write a letter inquiring for better terms and conditions.

3. Surya Electricals, Rajkot has placed an order for ceiling fans with Bajaj Electricals, New Delhi. There is delay in the execution of order. Write a letter cancelling an order. 14

OR

Action Shoes Company, Calcutta has received an order for particular sports shoes which they do not stock now. Write a letter offering suitable substitute.

4. (a) Write a complaint letter through E-mail about rude behaviour of a salesman. 7

OR

Write a letter of adjustment through E-mail in response to complaint about shortage in quantity of goods.

(b) (1) Match the words given in Column-A with their meanings given in Column-B. 4

A	B
1. Deficit	a. Slackness
2. Recession	b. Side by side
3. Backlog	c. Shortage of money
4. Collateral	d. Load of work

(2) Explain the following words in simple English : 3

- (i) Agenda
- (ii) Revenue
- (iii) Freight

5. (a) Fill in the blanks with appropriate options : 4

(1) Window Envelopes are safe for _____ letters.

- (a) confidential (b) ordinary (c) important

(2) _____ is used to draw attention of the dispatch clerk.

- (a) Postscript (b) Attention line (c) Mailing instruction

(3) The complimentary close should be in tune with _____.

- (a) Salutation (b) Date (c) Heading

(4) _____ is a personal title.

- (a) The Oxford Trading
(b) Torrent Power
(c) Nirav Trading

(b) State whether following statements are true or false : 5

(1) Block form of writing an inside address is convenient for the typist.

(2) Business letter represents the image of the firm.

(3) Postscript should be used in every business letter.

(4) Conciseness should be at the cost of clarity.

(5) There should be minimum folds in a business letter.

(c) Match the following : 5

A	B
1. INQ/14-50	a. 'You' attitude
2. At par	b. Financial
3. Consideration	c. Writing on the envelope
4. Fiscal	d. Reference Number
5. Superscription	e. Face value