

Seat No. : _____

MC-101

May-2017

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

OR

Explain in brief seven Cs of effective business letter writing. 7

(B) Do as directed :

- (1) A letter is written to a lady government officer. Give proper salutation.
- (2) Write today's date in Ordinal Numbers with open punctuation.
- (3) _____ form of writing inside address is convenient for the typist.
 - (a) Block
 - (b) Indented
- (4) Correct the following :
Your's Sincerely.
- (5) Inside Address contains _____.
 - (a) only name of the firm receiving a letter.
 - (b) name and address of the firm receiving a letter.
 - (c) name and address of the firm writing a letter.
- (6) Give a specimen of postscript.
- (7) Rewrite correctly :
Your order for readymade garments were placed on 10th April, 2017.

2. Monarch Trading, Ahmedabad is interested in purchasing steel furniture from the Rainbow Enterprise, Mumbai. Write a letter making inquiry about prices, terms of payment and other conditions. 14

OR

As a manufacturer of TV sets, write a letter making firm offer for a newly manufactured LED TV.

3. Surya Electricals, Ahmedabad has placed an order for ceiling fans with Bajaj Electricals Ltd., New Delhi. There is undue delay in executing the order. Write a letter cancelling the order. 14

OR

As a manufacturer of home appliances, you have received an order for particular Washing Machine, which you do not manufacture now. Write a letter offering suitable substitute.

4. (A) Draft a letter of complaint through e-mail about shortage in quantity of goods. 7

OR

Write a letter of adjustment through e-mail in response to complaint about damaged goods.

- (B) Do as directed : 7

1. Match the following words :

(A)	(B)
(1) Lease	(a) Grant
(2) Freight	(b) Rental agreement
(3) Monopoly	(c) Restraint of trade
(4) Subsidy	(d) Cost of transport

2. Explain the following words :

- (i) Backlog
- (ii) Gross
- (iii) Deficit

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

- (1) _____ draws attention of the person who has to read and act upon the letter.

- (a) Postscript
- (b) Mailing Instruction
- (c) Attention Line

- (2) Complimentary close should match with _____.

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

- (3) Appearance is counted in a _____ letter.

- (a) Business
- (b) Friendly
- (c) Social

- (4) Window Envelopes are not safe for sending _____ letters.

- (a) Ordinary
- (b) Circular
- (c) Confidential

- (B) State whether the following statements are True or False : 5

- (1) Additional sheet of a paper does not contain the letter head.

- (2) Mr. and Esq., cannot be used together.

- (3) My dear Papa is a formal salutation.

- (4) 'You' attitude does not mean repeated use of 'you'.

- (5) Attention Line is used to draw attention of the dispatch clerk.

- (C) Match the following : 5

(A)	(B)
(1) Negotiable	(a) Principle of Communication
(2) BMP/SRM	(b) Mailing Instruction
(3) Superscription	(c) Transferable
(4) Clarity	(d) Identification Mark
(5) Registered Post	(e) Writing on the envelope