

# MG-101

May - 2018

B.Com., Sem.-II

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

Time : 3 Hours]

[Max. Marks : 70

1. Discuss the difference between Oral and Written Communication. 14  
**OR**  
What is Non-verbal Communication ? Mention its advantages and disadvantages.
2. (A) Write short note on any **one** of the following : 7  
(1) Physical Appearance of a business letter.  
(2) Occasional parts of a business letter.  
(B) Do as directed : 7  
(1) Correct the following:  
Your's faithfully,  
(2) Mention any two regular parts of a business letter.  
(3) Write your birth-date in British style.  
(4) Give a specimen of Inside Address in Block form.  
(5) Correct the following:  
dear Sir,  
(6) Give an example of per pro signature.  
(7) \_\_\_\_\_ has documentary importance in a business letter.  
(a) Signature (b) Inside address (c) Salutation
3. As from Vimal Crockery Mart, Valsad, write a letter to Yera Crockery Ltd., Ahmedabad, making an inquiry about prices, terms of payment and other conditions for the purchase of crockery items. 14  
**OR**  
Shreeji Computers, Nadiad, had placed a large order for computers with Dell Computers Ltd., Mumbai. The order has not been executed within the stipulated time. Write a letter cancelling the order.
4. (A) Draft a letter of complaint through e-mail to your supplier about the late delivery of goods. 8  
**OR**  
Write a letter of adjustment through e-mail to Monarch Emporium, Baroda, regarding the shortage in the quantity of goods.

(B) Match the following :

6

A	B
Promissory Note	Face value
Rebate	Uncoined gold or silver
Subsidy	Amount of business
Volume of business	Money given by government
At par	A written undertaking
Bullion	Discount

5. Do as Directed :

14

(A) Choose the correct option :

- \_\_\_\_\_ is a type of written communication.  
(a) Memo (b) Interview (c) Speaking
- How many C's does communication involve ?  
(a) two (b) seven (c) five
- \_\_\_\_\_ should match with the Salutation.  
(a) Signature (b) Date (c) Complimentary close
- \_\_\_\_\_ is a formal greeting.  
(a) Salutation  
(b) Complimentary close  
(c) Inside Address

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

- Oral communication refers to face-to-face communication.
- Courtesy is one of the principles of communication.
- Communication is not a one-way process.
- Written communication means anything conveyed orally.
- In American style, date is written in ordinal numbers.

(C) Match the following :

A	B
Meeting	Reference number
Esquire	Income
EPF/HR/1090	Oral communication
Speed post	Courtesy title
Revenue	Mailing instruction

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1. (A) Write a short note on any ONE : 7
- (1) Seven C's of business letter writing.
- (2) Regular 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 British style.
- (3) Give a specimen of Inside Address in Indented form.
- (4) Correct the following :  
dear Sir,
- (5) Give an example of per pro signature.
- (6) Make the following offer firm :  
We shall allow you a good discount.
- (7) Correct the following :  
Your's faithfully,
2. As a dealer in Stationery items, draft a letter of inquiry to Navneet Stationery Ltd., Surat, asking for a price list, terms of payment and other conditions. 14
- OR**
- Draft a reply to an inquiry on behalf of Royal Furniture Ltd., Mumbai, to Suvidha Furniture Mart, Ahmedabad for a complete range of steel furniture.
3. Kavya Electricals, Nadiad, has placed an order for electric chimneys with Bajaj Electronics Ltd., New Delhi. There is a delay in the execution of an order. Draft a letter cancelling the order. 14
- OR**
- As a dealer in readymade garments, write a letter placing an order for cotton shirts and T-shirts with Arvind Fabrics Ltd., Mumbai.
4. (A) Draft a letter of complaint through e-mail to your supplier about the shortage in the quantity of goods received. 7
- OR**
- Write a letter of adjustment through e-mail to one of your retailer regarding the goods received in damaged condition.

(B) Do as directed :

(i) Match the following :

A	B
Lease	Lender
Syndicate	Repay
Creditor	On rent
Reimburse	Partnership

(ii) Explain the following words in simple English :

- (1) Liability
- (2) Royalty
- (3) Subsidy

5. Do as Directed :

14

(A) Choose the correct option :

- (1) Cardinal numbers is \_\_\_\_\_ method of writing date.  
(a) American      (b) British      (c) Indian
- (2) Signature in a business letter should be \_\_\_\_\_.  
(a) stamped      (b) handwritten      (c) typed
- (3) \_\_\_\_\_ draws the attention of the dispatch clerk.  
(a) Reference Line      (b) Postscript      (c) Mailing instruction
- (4) Complimentary close always ends with \_\_\_\_\_.  
(a) a full stop(.)      (b) a comma (,)      (c) a colon (:)

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

- (1) Superscription means writing below the body of the letter.
- (2) Conciseness should be at the cost of clarity.
- (3) Physical appearance is important in a business letter.
- (4) Complimentary close is a polite leave-taking.
- (5) The most formal type of salutation is 'Sir'.

(C) Match the following :

A	B
Beneficiary	Per pro
By Air Mail	Reference no.
E-mail	Mailing instruction
INP/18-21	Electronic mail
Signature	Recipient