

Seat No. : 1460

DE-101

December-2017

B.B.A., Sem.-III

CC-207 : Commercial Communication

Time : 3 Hours]

[Max. Marks : 70

1. (A) General and Commercial Communication are the two different branches of communication. Explain the difference between General and Commercial Communication. 7

OR

Write a detailed note on Features of effective communication.

- (B) Send e-mail to your manager. The sales meeting scheduled for tomorrow is postponed due to local calamity and the date of meeting will be conveyed later. 7

OR

One of the sales executives has achieved his target before the given time limit. Draft a congratulatory memo to him to boost up his confidence and performance.

2. (A) On behalf of Marvell Electricals, Surat, draft an inquiry letter, inviting the quotation and other terms of electric goods to Paradise Electricals, Ahmedabad. 7

OR

You have received an order for plastic chairs and tables from one of your valued customers but owing to some unavoidable circumstances, you are not able to execute the order within the specified time limit. Write a letter to your customer asking for an extension of 10 days to execute the order.

- (B) Draft a letter of order for office stationeries to Prem Stationeries Gandhi Bridge, Ahmedabad. 7

OR

Draft a letter of adjustment as one of your valued customer has complained that he has received damaged crockery items from you.

3. (A) As a Company Secretary of Ram Electronics Ltd., Baroda, draft a report on the causes of a decline in the company's business in Gujarat. 7

OR

The workers of the company threatened to go on an indefinite strike. A committee has been appointed to look into the workers' demands and grievances. Draft a report giving details of the demands and grievances of the workers.

- (B) On behalf a committee, prepare a report on advisability of opening a branch of readymade garments in your town. 7

OR

A fire broke out in a factory damaging the building and goods. As a secretary of the company draft a comprehensive report.

4. (A) Fill in the blanks choosing the correct option from the given pair of Confusables : 4

- (1) He has a car for _____ use only. (personal, personnel)
- (2) This is an ideal _____ for our new factory, (site, cite)
- (3) _____ of anything is bad. (Excess, Access)
- (4) Don't _____ heart: face the challenge bravely. (loose, lose)

- (B) Write the appropriate substitutes for the following inflated phrases and frame the sentence using the inflated phrase. 3

- (1) acquire
- (2) at a rapid rate
- (3) commence

(C) Read the following paragraph and answer the questions :

7

HIKE IN DOMESTIC COPPER PRICE BENEFITS HCC

NEW DELHI, MARCH

A nearly 45 percent hike in the domestic price of copper in the past eight months has brought a bonanza for the public sector Hindustan Copper Corporation, which has been facing a resource crunch ever since the withdrawal of Central subsidy.)

According to sources, copper price has gone up by ₹ 40,000 per tonne, from ₹ 84,000 about eight months ago to ₹ 1.24 lakh per tonne, following a substantial firming up of copper prices in the international market. The main reasons for the increase in world copper prices are steep increase in demand and stoppage of dumping in the world market by major producer like China, Russia and Zimbabwe. The demand will continue to increase due to heavy growth in the electronic and refrigerator industries besides other users, sources say.

India's annual need of the metal is about 1,84,000 tonnes of which HCC produces 50,000 tonnes. About 20,000 tonnes come from recycling and the rest is imported.

Meanwhile, faced with the total phasing out of the company's two major open-cast mines over the coming four years. HCC is for the first time seeking a joint venture with foreign collaboration for underground mining for its Malanjkhand plant in Madhya Pradesh to double the production of the ore from two million to four million tonnes in about four years. For this, the company has recently floated an international tender which will close for the bidding on May 31, 2007.

Among the two mines to be closed is the one in Khetri which dates back to the reign of Emperor Akbar when man would be tied and dropped into the mine to chop some amount of the ore and would then be lifted back. Three of these "old workings" remained in the Khetri mines till 1969 when the Hindustan Copper Corporation was founded.

The other mine to be abandoned, in Musabani in Bihar, is the second oldest in the country.

Questions :

- (1) Explain the headline in simple language.
- (2) What was the condition of the HCC before the price hike? Why was it so?
- (3) Enumerate the causes responsible for the upward trend in world copper prices.
- (4) Why does the reporter say that the demand of copper is likely to continue ?
- (5) How is India's annual need of the metal met ?
- (6) Why has HCC floated an international tender ?
- (7) Which mines are to be closed in the near future ? Which method was used in Akbar's time for chopping some amount of the ore ?

5. Choose the correct option of the following :
- (1) Set pattern of communication is maintained in _____ type of communication.
 (a) General (b) Professional (c) Private
 - (2) _____ is not supposed to send outside the organization.
 (a) Memo (b) Report (c) Letter
 - (3) Communication is a _____ way communication.
 (a) one (b) two (c) three
 - (4) _____ type of inquiry is made in the response of the advertisement.
 (a) Solicited (b) Unsolicited (c) Regular
 - (5) MM/DD/YY is a format of _____ type of date.
 (a) American (b) British (c) Indian
 - (6) Secretary report is also known as _____ report.
 (a) Individual (b) Committee (c) Company
 - (7) P.S. means _____.
 (a) post sign (b) post secretary (c) postscript
 - (8) 'Complimentary Close' is written _____ the 'Body of Letter' in a business letter.
 (a) below (b) above (c) in
 - (9) 'Dear Sir' is known as _____ in a business letter.
 (a) Salutation (b) Complimentary Close (c) Enclosure
 - (10) He reached a railway station _____ than I.
 (a) later (b) letter (c) latter
 - (11) 'Adopt' means _____.
 (a) to take up (b) to adjust (c) to give up
 - (12) 'Counsel' means _____.
 (a) advice (b) order (c) believable
 - (13) The meaning of inflated phrase 'in several instances' means _____.
 (a) often (b) here (c) cause
 - (14) The meaning of inflated phrase 'due to the fact that' means _____.
 (a) do (b) for (c) because