

Seat No. : _____

JL-102

January-2021

B.B.A., Sem.-III

CC-207 : Commercial Communication

Time : 2 Hours]

[Max. Marks : 50

- Instructions :**
- (1) All Questions in Section-I carry equal marks.
 - (2) Attempt any TWO Questions in Section-I.
 - (3) Question V in Section-II is **COMPLUSORY**

SECTION – I

1. (A) Differentiate between General and Professional Communication. **10**
(B) Explain the Purpose of successful Professional Communication. **10**
2. (A) Write a letter for Krishna Exports, Ahmedabad, inquiring about furniture items to House of Office Furniture. Also ask the seller to send the Brochure, Price List with all the terms and conditions of Payment and Transportation. **10**
(B) Write a Reply Letter for above mentioned Inquiry Letter. **10**
3. (A) ABC Industries Ltd. has been badly damaged by fire. Draft a report as secretary of the company, inquiring about the causes of fire and estimate the loss which occurred due to fire. Also suggest precautions for future. **10**
(B) A Committee is instructed to draft a report to inquire into the grievances and Demands of workers in a Company. Draft a report suggesting Welfare measures. **10**
4. (A) Fill in the Blanks : **10**
 - (1) The judges are _____ to Mumbai. (Proceeding, Preceding)
 - (2) I have been planning to start a business. I need your _____, as you are an expert in this field. (Advise, Advice)
 - (3) Ms. Chaturvedi works as the _____ consultant of this company.
(Honorary, Honourable)
 - (4) You cannot sue me for such a _____ mistake. (Negligible, Negligent)
 - (5) To speak in _____ is always bad. (Excess, Access)

- (6) Police didn't find the statement of the leader of the caste _____.
(Creditable, Credible)
- (7) In USA _____ are not allowed to stay for more than 6 months.
(Emigrants, Immigrants)
- (8) Education helps us to _____ to new circumstances. (Adapt, Adopt)
- (9) Ahmedabad has become an _____ City. (Industrial, Industrious)
- (10) Too much hard work has _____ his health. (Affected, Effected)

(B) Read the following paragraph and answer the questions below.

10

India is a secular, democratic nation. This implies that every religion is treated equally and at par with every other religion. No religion is accorded any preferential treatment of any kind. All citizens are also free to practice, preach or profess any religion of their choosing. The state does not have a unified or homogeneous religious following.

This unique characteristic of India ensures its unity in diversity. India has been the birthplace of several religions and is the land where all these religions - such as Hinduism, Christianity, Buddhism, Sikhism, Zoroastrianism and Jainism and so on exist simultaneously, peacefully and harmoniously.

But, some anti-social elements have interpreted the sanctity of religions in a twisted way. No religion preaches violence or rioting. All the religions are but various ways to reach the Supreme Being, they are paths which lead to the ultimate truth and salvation, though we refer to the destination by various names such as Jesus, Krishna, Buddha and Allah and so on. It is important to realize that in order to ensure a peaceful mosaic of cultural distinctness, the path of non-violence or ahimsa, as given by the Father of the nation, must be followed unwaveringly.

God created man in his own image. Hence, it follows naturally that there is some divinity within all human beings. Thus, to kill and murder in the name of religion is blasphemy. Only once the religious fanatics understand this, will there be perpetual peace in the land.

All questions carry 2 Marks each.

- (1) What is meant by the term "Secular" ?
- (2) What is special about India's association with religion ?
- (3) Why are human beings divine ?
- (4) Which Path leads to ultimate truth and salvation, according to author ?
- (5) How can all religions co-exist peacefully ?

SECTION – II

5. MCQ's. (Any TEN)

10

- (1) Give one word substitute – “For the purpose of” - _____.
- (2) Give one word substitute - “At some future time” - _____.
- (3) Give one word substitute - “Accomplish” - _____.
- (4) Give one word substitute - “At a rapid rate” - _____.
- (5) _____ Communication is the process which takes place personally.
(a) Commercial (b) Technical (c) General .
- (6) _____ Communication is normally informal in style and approach.
(General, Professional)
- (7) _____ Communication is considered as an authentic Legal Proof.
(Oral, Written)
- (8) We must always write our E-mails in Full Capital Letters. (True/False)
- (9) Never use _____ e-mail id for any personal use.
(a) professional (b) general (c) unknown
- (10) Written communication is known as the most _____ and _____ way of communication.
(a) informal & illegal (b) legal & formal (c) impersonal & subjective
- (11) What is the full form of F.O.R. ?
- (12) Dear Sir/Madam is known as _____.
(Salutation, Complementary Close)
- (13) The stage of Complaint comes after _____.
(Inquiry, Reply, Execution of Order)
- (14) Complementary Close is written _____ the ‘body of letter’ in business letter.
(above, below)
- (15) MM/DD/YY is a/an _____ format of type of date. (American, British, Indian)
- (16) What is the full form of C.O.D. ?
- (17) _____ reports are usually written in Letter-Text Combination Forms.
(Long, Short)

(18) Business Reports helps the authorities to take healthy and timely decisions.

(True/False)

(19) Generally a report is considered as _____ document.

(solicited, unsolicited)

(20) Periodic Reports are related to a single Occasion/Situation.

(True/False)
