

Seat No. : 1993

MM-103

December-2016

B.B.A., Sem.-III

CC-207 : Commercial Communication

Time : 3 Hours]

[Max. Marks : 70

- (a) How does General Communication differ from Professional Communication ? Discuss. 7

OR

Explain Marketing, Persuading, Raising Morale and Advising as the purposes of Professional Communication.

- (b) Rewrite the following e-mail message observing the guiding principles of e-mail composition : 7

dear sir

V r big dealer of electronic appliances and v have chain of showrooms in Ah'd city. V wud like to place a huge order for Desktops, Laptops, Tablets and Colour and Black & White Printers for the coming festival of Diwali. Pls send us competitive price list and catalogues of ur products. After scrutiny of ur catalogue and pricelist v wud place u a huge order.

V r Waitng 4 ur prompt rply.

Urs Truly,

Pradip Zala

(Purchase Coordinator)

For Shah Electronics, Ah'd.

OR

One of the employees of your reputed firm has been repeatedly caught red handed with mobile chatting during the company hours. Draft a warning memo against the employee.

2. (a) Write a letter of complaint from the Apna Bazar, Rajkot, informing Messrs Patel Brothers, Ahmedabad, about certain defects in the goods supplied by them. 7

OR

M/s Patel & Sons have complained to the Purchase Manager, Mayur Vyas that some of the crockery sets, they have received are damaged. Draft a suitable letter of adjustment.

- (b) You want to stock woolen clothes of various designs and sizes for the coming winter season. Draft a suitable letter of order. 7

OR

You have received a large order of readymade garments from Rich Man Clothes Bazar, C.G. Road. Ahmedabad. Due to strike you are not in a position to execute the consignment on committed time. Draft a letter asking for an extension of delivery period.

3. (a) Draft an individual report on the demands and grievances of the workers who have threatened to go on strike. 7

OR

A leading textile mill in Gujarat intends to start a readymade garments unit in a big city of Gujarat. The committee has been asked to prepare a detailed report.

- (b) A committee is appointed by Pacific India Industries, Ahmedabad, to look after the causes of decline in sales of their products. Draft a suitable committee report. 7

OR

As a General Manager of Samsung Digital Company, prepare a report on the working of the branch offices of the company situated in the state of Gujarat.

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

- (1) of anything is bad. (Access, Excess)
- (2) Education helps us to to our new circumstances. (adapt, adopt)
- (3) Airline can buy flight tickets at a discount. (personal, personnel)
- (4) Baroda has become an city now. (industrious, industrial)

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

- (1) a large number of (2) commence (3) in several instances

- (c) Read the following paragraph and answer the questions : 7

If you have borrowed a small sum from the bank and you don't repay, you are in trouble. But if you have borrowed a large sum from the bank and you don't repay, the bank is in trouble. The new policy initiated by RBI may be the first step to rescue banks from defaulting big borrowers.

Defaulters have enjoyed sunshine for too long. In fact, many were getting increasingly brazen. Quite a few, after having defaulted with one bank, did not hesitate to avail fresh credit from another bank. It is decided that the banks will supply RBI with information amongst all commercial and development banks. The banker is expected to check with the list of defaulters before sanctioning credit or offering non-fund based services to a client.

The system of sharing information on defaulters will be in operation by the end of May. Banks will prepare, bi-annually, a list of defaulters of three categories – those who have debts classified doubtful, bad and those against whom a suit has been filed. The scheme will cover both fund – based and non-fund based services. It will also include defaulters at overseas branches of Indian banks.

Questions:

- (1) Who are in trouble ?
- (2) Who can save the banks from big defaulters ? How ?
- (3) Name the categories of defaulters.
- (4) What is expected of bankers ?
- (5) What will the new scheme do ?
- (6) Give the Synonyms of – Rescue, Sanction.
- (7) Give the proper title of the paragraph.

5. Choose the correct option of the following :

- (1) Heading is also known as
 - (a) head address
 - (b) head matter
 - (c) head line
- (2) British date style is also called as
 - (a) cardinal
 - (b) ordinal
 - (c) American
- (3) The plural form of Mr. is
 - (a) Messers
 - (b) Messors
 - (c) Messrs
- (4) P.S. means
 - (a) post secretary
 - (b) post sign
 - (c) postscript
- (5) Individual report is prepared by
 - (a) committee
 - (b) secretary
 - (c) company

14

- (6) Most probably reports are written in Tense.
- (a) Present
 - (b) Past
 - (c) Future
- (7) Usually a report is considered as document.
- (a) Unsolicited
 - (b) Solicited
 - (c) None of these
- (8) 'Inside Address' is written the date in the business letter.
- (a) above
 - (b) below
 - (c) middle
- (9) Which of the complimentary close is considered as decent.....
- (a) Your's faithfully
 - (b) Yours faithfully
 - (c) Yor's Faithfully
- (10) 'Salutation' is written 'Inside Address' in a business letter.
- (a) above
 - (b) below
 - (c) beside
- (11) The plural of Mrs. is
- (a) Mesdames
 - (b) Madams
 - (c) Messieurs
- (12) The word Credible means....
- (a) believable
 - (b) unbelievable
 - (c) credit
- (13) The word Precede means
- (a) to go before
 - (b) to go ahead
 - (c) to go on
- (14) The word Commence means
- (a) to begin
 - (b) to come
 - (c) to close