

Seat No. : _____

09B-101

May-2015

B.Com., Sem.-II

**109 : Business Correspondence
(Old 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 brief note on Physical Appearance of a business letter. 7

OR

Discuss the Seven Cs of effective business letter writing.

- (b) Do as directed : 7

- (1) Name two occasional parts of a business letter.
- (2) In America, the date is written in _____ numbers.
- (3) Which of the following is a formal salutation ?
(a) Sir (b) Dear Sir (c) My Dear Papa
- (4) Give a specimen of Attention Line.
- (5) Use Esq., and re-write
Mr. K.P. Shah, M. Com
- (6) Correct the following :
Your Faithfully
- (7) Re-write with courtesy :
Don't forget to send the goods in a week.

2. (a) Anand Crockery Mart, Ahmedabad has inquired about prices, terms of payment and other conditions for the purchase of crockery items with National Crockery Store, Rajkot. Draft a suitable reply. 7

OR

As from Nirma Chemical Works, Ahmedabad, write a letter making voluntary offer for a new brand of washing powder.

- (b) As from a retailer, write a letter to the supplier complaining about damaged condition of goods. 7

OR

Gujarat Tea Depot, Ahmedabad has received a complaint about shortage in quantity of Tea. Draft a suitable letter of adjustment.

3. (a) As from Nirav Patel living at B/20, Surya Flats, Naranpura, Ahmedabad – 380013, write an application for the post of a clerk to the Manager, The Rainbow Trading, H.K. Complex, C.G. Road, Navrangpura, Ahmedabad – 380013. 7

OR

Draft a resume for the post of a Computer Operator.

- (b) Give an example of a Business Memo written by a Manager to the accountant asking details of the last month's office expenditure. 7

OR

Give a specimen of a business letter sent through an E-mail.

4. (a) Draft a speech of a Manager of the Company on the launch of a new product. 7

OR

Write a note on the guidelines for an effective Business presentation.

- (b) Write a note on preparing a PowerPoint presentation. 7

OR

Discuss in brief the guidelines for conducting a personal meeting.

5. (a) Fill in the blanks with appropriate option : 4

(1) Appearance is counted in a _____ letter.

- (a) official (b) friendly (c) business

(2) _____ is a salutation used for a lady government office.

- (a) Dear Madam (b) Madam (c) My dear Madam

(3) Complimentary close is a _____.

- (a) last part of the letter
(b) polite leave-taking
(c) mode of writing the heading

(4) _____ is used to draw attention of the person who has to read and act upon the letter.

- (a) Attention line
(b) Identification mark
(c) Postscript

- (b) State whether the following statements are true or false : 5

(1) We should avoid repeated use of postscript in business letters.

(2) Indented form of writing an inside address is popular in Britain.

(3) 'You' attitude means repeated use of 'you'.

(4) Letter-heads in modern business letters are overloaded with details.

(5) Both 'Mr.' and 'Esq.' can be used together with the name of a person.

- (c) Match the following : 5

A

B

- | | |
|--------------------|---------------------------------|
| 1. Yours sincerely | a. Application |
| 2. MNP/SRT | b. Quality of a business letter |
| 3. Job | c. Complimentary close |
| 4. Clarity | d. Quick means of communication |
| 5. E-mail | e. Identification Line |

Seat No. : _____

09B-101

May-2015

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) Discuss seven Cs of effective business letter writing. 7

OR

Write a brief note on seven regular parts of a business letter.

- (b) Do as directed : 7

- (1) Write today's date in Cardinal Numbers.
(2) A letter is addressed to 'Gita & Sita Company'. Give proper salutation.
(3) Correct the following :
Truely Yours.
(4) Give a specimen of 'Per Pro. Signature'.
(5) Who are identified by the identification mark ?
(i) _____
(ii) _____
(6) Illustrate only with lines the Indented form of writing an inside address
(7) Re-write the following sentence with clarity :
You will get good discount.

2. National Garments Ltd., Mumbai has received an inquiry about a variety of readymade garments from Monarch Emporium, Ahmedabad. Draft a Reply quoting business terms and conditions. 14

OR

Neha Electronics, Ahmedabad intends to place a bulk order of home appliances with BPL India Ltd., Mumbai. Write a letter inquiring for better terms and conditions.

3. Surya Electricals, Rajkot has placed an order for ceiling fans with Bajaj Electricals, New Delhi. There is delay in the execution of order. Write a letter cancelling an order. 14

OR

Action Shoes Company, Calcutta has received an order for particular sports shoes which they do not stock now. Write a letter offering suitable substitute.

4. (a) Write a complaint letter through E-mail about rude behaviour of a salesman. 7

OR

Write a letter of adjustment through E-mail in response to complaint about shortage in quantity of goods.

- (b) (1) Match the words given in Column-A with their meanings given in Column-B. 4

A

B

- | | |
|---------------|----------------------|
| 1. Deficit | a. Slackness |
| 2. Recession | b. Side by side |
| 3. Backlog | c. Shortage of money |
| 4. Collateral | d. Load of work |

- (2) Explain the following words in simple English : 3

- (i) Agenda
(ii) Revenue
(iii) Freight

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

- (1) Window Envelopes are safe for _____ letters.
(a) confidential (b) ordinary (c) important
- (2) _____ is used to draw attention of the dispatch clerk.
(a) Postscript (b) Attention line (c) Mailing instruction
- (3) The complimentary close should be in tune with _____.
(a) Salutation (b) Date (c) Heading
- (4) _____ is a personal title.
(a) The Oxford Trading
(b) Torrent Power
(c) Nirav Trading

- (b) State whether following statements are true or false : 5

- (1) Block form of writing an inside address is convenient for the typist.
(2) Business letter represents the image of the firm.
(3) Postscript should be used in every business letter.
(4) Conciseness should be at the cost of clarify.
(5) There should be minimum folds in a business letter.

- (c) Match the following : 5

A

B

- | | |
|-------------------|----------------------------|
| 1. INQ/14-50 | a. 'You' attitude |
| 2. At par | b. Financial |
| 3. Consideration | c. Writing on the envelope |
| 4. Fiscal | d. Reference Number |
| 5. Superscription | e. Face value |