

Seat No. : _____

AR-131

May-2016

B.Com., Sem.-II

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

Time : 3 Hours]

[Max. Marks : 70

- Instructions :** (i) All questions are compulsory.
(ii) Mention clearly the options you attempt.
(iii) Figures to the right indicate full marks.

1. (a) Write a short note on occasional parts of a business letter. 7

OR

Write a brief note on Seven C's of effective business letter writing.

- (b) Do as directed : 7

- (i) Give a specimen of inside address in block form with open punctuations.
(ii) Correct the following :
Your's Sincerely,
(iii) Name any two elements of the physical appearance of a business letter.
(iv) Rewrite the sentence in a polite tone:
"Send your latest pricelist."
(v) The appearance of a business letter is important ____ on others.
(a) to create good impression
(b) to show off
(c) to apologies
(vi) State whether the following sentences are True or False :
(a) In America, the date is written in ordinal numbers.
(b) Window envelopes are not suitable for sending confidential letters.

2. As a dealer in all types of steel furniture, write a letter of inquiry to Galaxy Steel Furniture Company, Ahmedabad, asking for prices and particulars of their products. 14

OR

As a manufacturer of electrical goods, write a letter to the dealers making a voluntary offer for a newly manufactured product.

3. Write a letter to Bharat Cotton Industries, Surat, for placing an order for cotton shirts. 14

OR

You have received an order for silk curtains from Happy Home Enterprise, Ahmedabad. Draft a letter of executing the order.

4. (a) Draft a letter through e-mail to your supplier complaining about the goods you have received in damaged condition. 7

OR

Write a letter of adjustment through e-mail to Shalin Traders, Anand, regarding late delivery of goods.

- (b) Do as directed :

- (1) Match the following words with their meaning : 4

'A'	'B'
(i) Agenda	(a) Financial
(ii) Creditor	(b) Programme
(iii) Fiscal	(c) Excess
(iv) Surplus	(d) Lender

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

- (i) Royalty
(ii) Patent
(iii) Waive

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

- (i) The writing of postscript is justified when _____.
 (a) The writer wants to give bad impression
 (b) The writer wants to flatter the reader
 (c) The writer wants to add something after the letter is completed
 (ii) Business letters are written _____.
 (a) to maintain friendship
 (b) to increase business relations
 (c) to avoid business relations

(iii) We should always write a business letter_____.

- (a) concisely
- (b) incorrectly
- (c) carelessly

(iv) 'My dear Surya' is a _____ kind of salutation.

- (a) formal
- (b) very formal
- (c) very informal

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

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- (i) The full form of E-Mail is Electronic Mail.
- (ii) While writing business letter it is not necessary to use good quality of paper.
- (iii) The first letter of the salutation is written in capital letter.
- (iv) The use of 'You Attitude' in a business letter does not create good impression.
- (v) The letter head of a business letter consists of the name and address of the party who is writing the letter.

(c) Match the following :

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'A'

'B'

- | | |
|--------------------------|----------------------------------|
| (i) Gross | (a) Identification Line |
| (ii) Complimentary Close | (b) Partnership |
| (iii) ACD/BNS | (c) Quick means of communication |
| (iv) E-mail | (d) Total |
| (v) Syndicate | (e) Your's faithfully |
