

Seat No. : \_\_\_\_\_

# DH-101

December-2021

BBA, 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 - 5 in Section - II is compulsory.

## Section - I

1. (A) Write a detailed note on any two of the following : 10
- (1) Difference between professional communication and general Communication.
  - (2) Features of successful professional communication.
  - (3) Any five objectives of communication in organizational set-up.
- (B) (1) Draft a memo on behalf of the Branch Manager instructing the staff to be more punctual in reporting and departure time. State clearly that strict actions will be taken if implementation of the mandate is not taken.
- (2) Identify the mistakes, correct and rewrite the following E-Mail.
- From: jatinpatel@gmail.com  
To : prakash01@rediff.com  
CC:  
Date:  
Subject:
- Hey
- U seem to have forgotten to deliver the project report. Need it urgently. There's a meeting on Saturday. Send it fast. Awaiting response.
- YOURS, truly  
Jatin

2. (A) On behalf of the Purchase Officer of an academic institution, draft a solicited inquiry letter to be sent to the Stationary supplier. 10
- (B) Draft a suitable reply to a customer who has complained that the quality of the product supplied to him is not up to the mark. 10
3. (A) Draft a committee report on inspection of branches of Apex Electronics Ltd., Ahmedabad, with findings and suggestions. 10
- (B) Draft an individual report on behalf of a company secretary on the causes of decline in the sale of wooden furniture. Submit your findings along with the suggestions. 10
4. (A) Read the given report and answer the questions that follow : 10

Spurred by better economic growth in the April-June quarter of this financial year and sustained buying by foreign investors, the National Stock Exchange's Nifty closed above the 8,000 mark, for the first time ever. The index ended the day at 8,027.70 up 73.35 points over its previous close. The BSE Sensex also surged to a historic peak to close at 26,867.55, up 229.44 points.

"The gross domestic product (GDP) growth rate returned to the five percent plus level. That boosted the sentiment. We are probably in the second phase of a bull market and not close to the summit yet," said BSE Manager Rarnesh Damani. "The liquidity is strong globally and markets, as a result, are doing well. The momentum is there and does not seem to be changing anytime soon. Cyclical companies should do well if growth and sentiment are bullish," said Ambit Investment Advisors Chief Executive Officer Andrew Holland.

India's GDP, a measure of the country's economic output, grew at its fastest pace in over two years. It grew 5.7% in the three-month period from April to June, according to figures released last week. Foreign Institutional Investors, were net buyers to the tune of ₹ 554.14 crore on Monday, according to provisional exchange figures. Domestic institutional investors were net-sellers of ₹ 561.69 crore worth of shares. Among the 3,070 scrips traded on BSE on Monday, there were nearly two advances for every stock that ended with losses. Eleven of the exchange's 12 sectoral indices closed higher. Indices tracking the metal and capital goods sectors were the biggest gainers. They were up 2.79%, respectively. The realty index was up 2.72 while the power index rose 2.6%.

Questions :

- (1) Which factors boosted the market ?
- (2) What is the prediction of the stock experts ?
- (3) Explain the movement of India's GDP.
- (4) What was the role of domestic and foreign investors ?
- (5) Which indices were the biggest gainers ?

- (B) (1) Give the meanings of the following : 5
- (i) Access; excess
  - (ii) cite; site
  - (iii) dependant; dependent
  - (iv) emigrant; immigrant
  - (v) negligent; negligible
- (2) Write the substitute for the following : 5
- (i) Accomplish
  - (ii) Along the lines of
  - (iii) Prior to the time that
  - (iv) In several instances
  - (v) Under circumstances in which

#### Section - II

5. Fill in the blanks : (Any TEN) 10
- (1) Subject is a/an \_\_\_\_\_ part of the format of business letter. (Regular, occasional)
  - (2) The full form of P. S. is \_\_\_\_\_. (Post Script, Post Standard)
  - (3) Memo is used for \_\_\_\_\_ communication in organizations. (internal, external)
  - (4) 22 November, 2020 is a/an \_\_\_\_\_ method of mentioning the date. (cardinal, ordinal)
  - (5) A report is generally a \_\_\_\_\_ document. (solicited, unsolicited)
  - (6) \_\_\_\_\_ report is impersonal in style. (Individual, Committee)
  - (7) The replies given to complaints are called \_\_\_\_\_ letters. (Adjustment, proposal)
  - (8) Claims and adjustments occur after \_\_\_\_\_ of the order. (placement, execution)
  - (9) 'Yours truly' is a \_\_\_\_\_. (Complimentary close, Post script)
  - (10) "Rapidly" is a substitute of \_\_\_\_\_. (at a rapid rate, at a slow rate)
  - (11) Effective communication is always \_\_\_\_\_. (Dynamic, static)
  - (12) \_\_\_\_\_ matters should not be discussed in office. (Personal, personnel)
  - (13) Being an \_\_\_\_\_ student, she stood first in her class. (Industrious, industrial)
  - (14) \_\_\_\_\_ offers have time limit. (Firm, Voluntary)
  - (15) \_\_\_\_\_ refers to online communication discipline. (Netiquette, Etiquette)