

Seat No. : 7095

**DG-102**

**December-2022**

**BBA, Sem.-III**

**CC-207 : Commercial Communication**

**Time : 2½ Hours]**

**[Max. Marks : 70**

1. (A) Differentiate between General and Professional Communication. 7  
(B) Features of successful Professional Communication. 7

**OR**

- (A) Draft a memo as the Marketing Manager of your company to the Marketing executive warning him on submission of fake transportation bills. 7  
(B) Rewrite the following E-mail as Purchase Executive of a Company. Add necessary details like Sender, Receiver, Subject Line, etc. Also send CC & BCC to your Manager and Chairman. 7

Hi all
V r instrstd in buying the latest heatconverter launched by ur company. R u ready with supplies ? PL specify schdl of delivery as v r waiting 2 get the deal thru.
V.H.Shukla For ToyatySyraim Pvt. Ltd., Ahmedabad

2. (A) Write a letter for Pranshi Sports, Ahmedabad, inquiring about sports goods and equipment to SG Sports Equipment Ltd. Also ask the seller to send the Brochure, Price List with all the terms and conditions of Payment and Transportation. 7  
(B) Write a Reply Letter for SG Sports Equipment Ltd. to Pranshi Sports, Ahmedabad for above mentioned Inquiry Letter. 7

**OR**

- (A) Place an Order for Chairs, Office Tables and Cupboards for your new office to HOF Office furniture suppliers. (Invent Necessary details) 7  
(B) A Supplier of Garments has suffered a great loss because of Fire at Factory. Write a cancellation Letter for the company on his behalf. (Invent Necessary details) 7

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**P.T.O.**

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. 7

(B) A Committee is instructed to draft a report to inquire into the grievances and Demands of Women Employees in a Company. Draft a report suggesting the need for Women Welfare Association. 7

OR

(A) Shiv Enterprises Ltd. is looking for a suitable site to establish a new Manufacturing plant in an industrial area in Gujarat. Draft a committee report suggesting which city will be most preferable and why? Also give recommendations and suggestions. 7

(B) Radha-Krishna Exports Ltd. has been going through drastic losses for the past few months. Draft an individual report as a Sales Manager investigating into the reasons for decline in Sales. Give Recommendations. 7

4. (A) Do as Directed :

• Fill in the Blanks. (Any 4) 4

(1) The soldiers are \_\_\_\_\_ to Jammu. (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 an \_\_\_\_\_ consultant of this company. (honorary, honorable)

(4) Nivedita and Naisargi are twin sisters. The \_\_\_\_\_ is taller of the two. (latter, later)

(5) You cannot sue me for such a \_\_\_\_\_ mistake. (negligible, negligent)

• Give one word substitute. (Any 3) 3

(1) in several instances

(2) At a rapid rate

(3) a decreased number of

(4) Commence

(5) due to the fact that

(B) Read the given Passage carefully and answer the following questions :

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.

Questions :

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?
6. Give Antonym of 'Natural'.
7. Give Antonym of 'Truth'.

5. Do as Directed. (Any 7)

Fill in the blanks :

- (1) Our profits are far in \_\_\_\_\_ of what we expected. (access, excess)
- (2) We shall have to \_\_\_\_\_ this technology to Indian conditions. (adept, adapt)

(3) The director made the \_\_\_\_\_ reference to the diversification plans. (casual, causal)

Choose the correct option :

(4) The expression 'Yours Faithfully' is an example of complimentary close in email writing.

(a) True (b) False

(5) The expression 'Dear Sir/Madam' is an example of a salutation in email writing.

(a) True (b) False

(6) Since an urgent email requires immediate attention, we must choose to write the entire text in capital letters.

(a) True (b) False

(7) In order not to sound abrupt, one may consider starting an email with a warm up sentence.

(a) True (b) False

(8) Professional communication uses \_\_\_\_\_.

- (a) Oral method
- (b) Written method
- (c) Both the above

(9) General communication has set pattern and structure.

(a) True (b) False

(10) Full form of the word BCC in Email is \_\_\_\_\_.

Fill in the blanks with appropriate options:

(11) We should not \_\_\_\_\_ unfair means even if we fail. (adept, adopt)

(12) The new policy did not have much \_\_\_\_\_ on the sales. (affect, effect)