

Seat No. : _____

DF-102

December-2023

B.B.A., Sem.-III

CC-207 : Commercial Communication

Time : 2½ Hours]

[Max. Marks : 70

1. (a) Communication is very essential in business world. Explain the features of business communication in detail. 7
- (b) Write an e-mail to candidate indicating that she is selected for the job. Clearly mention details of job, joining date and other conditions. 7

OR

1. (a) What is Communication ? Differentiate between General and Professional communication. 7
- (b) An employee is found to spend lot of time on social media during working hours. As an HR manager, draft a memo to warn employee. 7
2. (a) Surabhi Dairy Ltd. intends to purchase Cheese and Butter packing boxes in bulk. As a purchase manager of Surabhi Dairy Ltd., draft an inquiry letter to Excel Packaging Ltd. 7
- (b) You have received an order of 1500 notebooks of A4 size from Modern Stationery at ₹ 20 per notebook. It is ₹ 5 less than price mentioned in quotation. Write a reply declining to execute the order giving proper reasons. 7

OR

2. (a) Even though you were assured of delivery of goods within 2 weeks of placing order of Diwali gifting dry fruit boxes, you have not received them. Write a letter to supplier pointing out delay. 7
- (b) As a partner of Mahek Perfumeries in Bangalore, draft a reply to an enquirer from Gujarat furnishing quotation for a wide range of perfumes. 7
3. (a) Poornima Textiles is facing problems of lower sales in Denim jeans for last 6 months. Prepare a report analyzing causes of lower sales and suggest suitable measures to solve the problem. 7
- (b) The Gujarat Inn is planning to launch a five star hotel in Ahmedabad location. As a secretary, prepare a feasibility report giving details of location. 7

OR

3. (a) Fire has broken out in warehouse of SK Sanitaryware. Prepare a committee report mentioning cause of fire and damage caused. 7
- (b) Employees of Diya Automobiles have threatened to go on strike. As a labour officer, prepare a report on demands and grievance of labourers. 7

4. Read the following paragraph. Answer the questions given : 7

- (a) Too many parents these days can't say no. As a result, they find themselves raising 'children' who respond greedily to the advertisements aimed right at them. Even getting what they want doesn't satisfy some kids; they only want more. Now, a growing number of psychologists, educators and parents think it's time to stop the madness and start teaching kids about what's really important: values like hard work, contentment, honesty and compassion. The struggle to set limits has never been tougher – and the stakes have never been higher. One recent study of adults who were overindulged as children, paints a discouraging picture of their future: when given too much too soon, they grow up to be adults who have difficulty coping with life's disappointments. They also have distorted sense of entitlement that gets in the way of success in the work place and in relationships.

Psychologists say that parents, who overindulge their kids, set them up to be more vulnerable to future anxiety and depression. Today's parents themselves are raised on values of thrift and self-sacrifice, grew up in a culture where 'no' was a household word. Today's parents aren't equipped to deal with the problem. Many of them were raised in the 1960s and 70s, swore they'd act differently from their parents and have closer relationships with their own children. Many even wear the same designer clothes as their kids and listen to the same music. And they work more hours; at the end of a long week, it's tempting to buy peace with 'yes' and not mar precious family time with conflict. Anxiety about the future is another factor. How do well intentioned parents say no to all the sports gear and arts and language lessons they believe will help their kids thrive in an increasingly competitive world? Experts agree: too much love won't spoil a child. Too few limits will.

Questions :

- (1) What values do parents and teachers want children to learn ?
- (2) What are drawbacks of giving things too soon to children ?
- (3) How were today's parents raised ?
- (4) How do parents try to maintain closer relationship with their children ?
- (5) Describe Psychologist's opinion about the whole phenomenon.
- (6) Give a suitable title to the paragraph.
- (7) Find words in the passage similar in meaning as :
 - (a) a feeling of satisfaction
 - (b) valuable

- (b) Fill in the blanks : 4
- (1) The parents must restrict the _____ time of the kids. (devise / device)
- (2) An _____ ant spent winter happily whereas lazy grasshopper was starving. (industrious / industrial)
- (3) The company could make _____ profits in the last quarter. (negligible / negligent)
- (4) Employees were instructed to _____ to the conference room. (precede / proceed)

- (c) Give the substitute for following Inflated phrase : 3
- (1) In this case
- (2) Call for your attention
- (3) Prior to time that

5. Read the following statements and select the most appropriate option : (Any 14) 14

- (1) _____ letter of inquiry is a response to an advertisement inviting customers for further information.
- (a) Quotation (b) Order
- (c) Solicited (d) Unsolicited
- (2) E-mails are written messages and therefore can be considered as _____ document.
- (a) informal (b) legally valid
- (c) inaccurate (d) None of these
- (3) _____ communication involves both oral and written method.
- (a) Professional (b) General
- (c) Personal (d) Informal
- (4) Mr. Rakesh has won a gold medal in Tennis Championship. He can be given _____ memo from company.
- (a) Warning memo (b) Congratulatory
- (c) Request memo (d) All of these
- (5) COD in business letters refers to _____.
- (a) Cash on Delivery (b) Credit on Delivery
- (c) Cheque on Demand (d) Carriage on Demand
- (6) The full form of BCC in e-mail means _____.
- (a) Blank Carbon Copy (b) Black Carbon Copy
- (c) Business Code Copy (d) Blind Carbon Copy

- (7) 'Yours faithfully' in the letter is an example of _____.
(a) Salutation (b) Complimentary close
(c) Greeting (d) Closing note
- (8) P. S. means _____ in business letters.
(a) Post Sign (b) Post Script
(c) Paragraph Space (d) None of these
- (9) If a report analyses facts, draws conclusion and makes recommendations, it is generally described as _____ report.
(a) Special (b) Informative
(c) Investigative (d) Legal
- (10) _____ reports are presented at regular prescribed intervals in business.
(a) Periodic (b) Special
(c) Informal (d) Performance
- (11) Reports are usually written in _____ tense.
(a) Past (b) Present
(c) Future (d) All of these
- (12) Individual Report is also known as _____.
(a) Committee (b) Secretary
(c) Technical (d) Functional
- (13) _____ substitute is used for 'in several instances'
(a) Do (b) So
(c) Because (d) Often
- (14) Parag wears spectacles because his eye _____ is poor.
(a) site (b) sight
(c) cite (d) None of these
- (15) 'At some future time' can be substituted with _____.
(a) Later (b) Latter
- (16) I could not _____ my online banking as I forgot password.
(a) excess (b) access
- (17) 'Adapt' means _____.
(a) To adjust (b) To take up