B. Com

Seat No. 11-5-17

MAY - 2017

Bcom-Semester II

Commercial Communication

Time :3 Hrs **Max Marks: 70**

Instruction : ***(1)*** ***All Questions are Compulsory.***
(2) ***Figures to the right indicate total marks of the Questions.***

Q.1 (A) What is oral communication? Explain the advantages and disadvantages of oral communication? **7**

OR

What is difference between Oral and written communication ? Explain in detail.

Q.1 (B) What is non-verbal communication? Explain the importance of non verbal communication. **7**

OR

What are the different types of written communication? Explain in detail.

Q.2 Place an order for computers with the computers India Ltd., Bangalore for one hundred computers for your new opened computer center. **14**

OR

Write a letter to Gujarat Electronics, Ahmedabad cancelling your order for coolers, as the goods are not received in the stipulated time.

Q.3 Write a letter to Desai & Sons, Vadodara, complaining that the consignment of oil tins has been received in a damaged condition. **14**

OR

You have received a complaint from one of your customers about delay in the execution of his order. Write a suitable reply explaining the circumstances which caused the delay and promising a promt adjustment.

Q.4 (A) As the sales manager of Easy walk shoes Co, Mumbai, draft a sales email highlighting the attractive aspects of the shoes. **7**

OR

Best Stationery Stores, Ahmedabad, have failed to pay their bill on the due date. On behalf of Raj stationers, Ahmedabad, draft an email notifying them about the overdue account.

Q.4 (B) Do as directed : **4**

(1). Match the following words

(i) Black market	(a) a person to whom debt is owed
(ii) Creditor	(b) a loan secured against property
(iii) Mortgage	(c) a asset secured against a loan
(iv) Pledge	(d) an underground market in which goods are traded

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

(i) Budget

(ii) Dead stock

(iii) Volume of business

Q.5 (A) Choose the correct option 4

(1) The study of body movements as related to speech is called:

(a) Kinaesthetics

(b) Kinesics

(c) Kinetics

(d) Mateotics

(2) A purchase order form includes the following :

(a) Quantity of goods

(b) Quality of goods

(c) Price of goods

(d) All the above

(3) Following is the most outstanding feature of an email:

(a) Brevity

(b) Electronic

(c) Reliable

(d) Free

(4) Following characterizes modern business world communication:

(a) Fax

(b) High speed information transfer

(c) High speed communication

(d) Both (b) & (c)

Q.5 (B) State whether the following statements are true or false : 5

(1) Written communication is helpful for face to face dialogue

(2) An order can not be cancelled even if there is a natural calamity like flood or earthquake.

(3) An order is an instruction to supply home goods

(4) One email can not be sent to more than one person.

(5) Gmail, Hotmail and Yahoo are major email service providers

Q.5 (C) Match the following: 5

(i) Verbal Communication	(1) Voice of person
(ii) Para language	(2) Earning from sale of goods
(iii) Execution of an order	(3) Neither written nor spoken
(iv) Revenue	(4) Use of language
(v) Non-verbal communication	(5) Blue bird systems dispatch goods as per order in favour of Jay Kalra & Co.