

Seat No. : _____

FC-21
March-2007
Commercial Communication
Paper-I
(New Course)

Time : 3 Hours]

[Max. Marks : 70

1. A. Give answers to the following :

- (1) What is Communication ? **(01)**
- (2) Mention any four of the objectives of communication. **(02)**
- (3) Explain the importance of feedback in the process of communication. **(02)**

- B. (1) What is the difference between oral communication and written communication ? **(01)**
- (2) Mention any four of the advantages of written communication. **(02)**
 - (3) Explain Paralanguage as a non-verbal form of communication. **(02)**

2. Do as directed :

- (1) Capitalize appropriate letters, arrange the details in proper order and write the following address in the block form with closed punctuation : **(02)**
ishan brothers, bombay, fort, indian building, the sales manager, 200645
- (2) Write today's date using ordinal numbers with closed punctuation marks. **(01)**
- (3) Make the offer firm : **(01)**
"We shall allow you 10% discount".
- (4) Write the message more clearly : **(01)**
"We will send you a cheque for an appropriate amount".

(5) State whether the following statements are **true** or **false** : **(03)**

1. Rainbow Traders is a personal title.
2. 'Esq' is written before the name of a person.
3. Appearance counts in a business letter.

(6) Match the items in Column-A with their counterparts in Column-B : **(02)**

A	B
(i) Instant	(a) Identification line.
(ii) Urgent	(b) Salutation
(iii) SKD/NM	(c) Business jargon
(iv) Dear Sir	(d) Personal notation

3. Write any **two** of the following letters : **(16)**

- A. Royal Furniture, Ahmedabad, wish to purchase steel furniture from Uttam Steels, Mumbai. Draft a letter inquiring about prices and terms.
- B. Write a letter to Maharaja Fruit Suppliers, Valsad, complaining about the shortage in the weight of the mangoes sent by them.
- C. You have received an order for ceiling fans from one of your valued customers but owing to some unavoidable circumstances you are not able to execute the order within the specified time limit. Write a letter to your customer asking for an extension of 10 days to execute the order.

4. Attempt any **two** of the following letters : **(16)**

- A. In spite of your several reminders, the customer has neither paid the amount nor has replied to them. Write a collection letter threatening legal action if the amount is not paid in a week.
- B. On behalf of Hello Toiletries, Mumbai, write a sales letter to promote the sales of their new range of bath soaps.
- C. Write a letter of application in response to an advertisement for the post of a sales person.

5. A. Fill in the blanks using appropriate words given in brackets : (10)

- (i) Please, _____ our invitation for the Seminar. (accept/ except)
- (ii) One need not go _____ for further studies. (aboard/ abroad)
- (iii) They had placed an order for a _____ of cotton. (bail/bale)
- (iv) My brother is watching a _____ serial. (carton/cartoon)
- (v) Mr. Shah is the _____ of our college. (principle/principal)

B. Match the words on Column-A with their meanings in Column-B :

Column-A	Column-B
(i) Birth	(a) cost of transport
(ii) Deficit	(b) too much
(iii) Excess	(c) to adjust
(iv) Fare	(d) being born
(v) Adapt	(e) shortage

6. Write a précis of the following passage : (08)

The Constitution of India has enshrined to every citizen the freedom of thought, freedom of movement and freedom of expression. The last among the three is the most essential for healthy democracy. Freedom of expression is the very life-blood of newspapers. Their importance in democracy can never be denied, nor should it be disputed.

Newspapers have become a part of daily existence. Even in an age of mass communication, newspapers occupy an enviable place. Newspapers bring to doorsteps the news of what happened or is likely to happen. They bring to us information on innumerable issues. They deepen and enlarge our perceptions about things or issues that concern us. They offer us news on almost all the subjects such as politics, sports, industry, education, stock-exchange, art and literature, entertainment, advertisements etc. They expose the vices and villainy of public personalities. They educate people on important issues. They create conducive climate for healthy debate and discussion. They extol man's achievements. They raise tirade against enemies of the people. They perform an important role in making people form bold and fearless views. They teach us to fight the ills that corrupt our society.

At the same time, freedom of press should be discreetly used. It must know its limitations and responsibilities. An indiscreet use of freedom of press causes irreparable damage to people and creates dangerous precedents. It is called yellow journalism. The might of the pen should be used for the well being of society. Provocative, inflammatory writings serve no purpose. Character-assassination should not be encouraged. As watchful readers, we can also check the erring newspapers.

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1. Do as directed :
- (a) Capitalize appropriate letters, arrange the details in block form with closed punctuation : **(02)**
bank of india, 380009, ashram road branch, ahmedabad, the manager, sahyog building.
- (b) Write today's date in British style with closed punctuation. **(01)**
- (c) Mention four important qualities of a business letter. **(02)**
- (d) Remove the business jargon and write the sentence in Simple English :
"We hereby acknowledge due receipt of your letter of 10th instant" **(02)**
- (e) Rewrite the sentence more clearly : **(01)**
"We shall dispatch the goods in a few days."
- (f) State whether the following sentences are True or False : **(02)**
1. The inside address carries the name and the address of the person who sends the letter.
 2. Messrs. Mehta & Sons is an impersonal title.
 3. Esquire is used before the name of a person.
 4. In the complimentary clause all the words begin with capital letters.
2. Write a letter of application to the Personnel Manager, Nirma Chemicals Limited, Vadodara, for the post of an accountant. **(10)**

OR

As the Purchase Manager of Messrs. Adarsh Associates, Ahmedavad, dealing in plastic items, write a letter to Raj and Company Ltd., Mumbai, inquiring about the prices, terms and conditions of their products.

3. Write a letter of order to Singer India Ltd., Kolkata, placing an order for 50 sewing machines. (10)

OR

A retailer had placed an order for readymade shirts and had insisted on delivery in 10 days. More than 10 days have passed and the delivery has not been made. Write a letter canceling the order.

4. Navjivan Traders, Rajkot have received a consignment of crockery items in a damaged condition. Draft a letter of complaint on their behalf. (10)

OR

One of your customers has complained that the carpets supplied to him are of inferior quality and are not according to the samples shown to them. Draft a suitable reply to him showing willingness to replace the goods.

5. Develop a theme in about **150** words giving arguments in Favour or Against any **one** of the following : (10)

- (i) Education should be job oriented,
- (ii) India is not fit for democracy.
- (iii) T.V. is an idiot box.
- (iv) Women should work.

6. (a) Fill in the blanks with appropriate words given in the brackets : (05)

- (i) We _____ your invitation with thanks. (accept/except)
- (ii) Rajesh has gone _____ for further studies. (aboard/abroad)
- (iii) There will be a long summer _____. (vacation/vocation)
- (iv) He sat _____ me. (besides/beside)
- (v) Mr. Solanki is the _____ of our college. (principle/principal)

- (b) Match the words on Column A with their meanings in Column B : (05)

Column-A

Birth

Personal

Cartoon

Bale

Hoard

Column-B

bundle of goods

comic picture

to store up

being born

private affair

7. Summarize the following passage to one-third of its length and give it a suitable title : (10)

Education is in great demand today in India. Since independence it has spread to those classes of society which were backward and uneducated before. These people were accustomed to applying their native intelligence to the profession of their fathers and they had no idea that they could train themselves to follow any other profession. Besides this training, these people had absolutely no access to books. In such a context, people who knew a little bit of reading and writing and who knew their multiplication tables, were regarded as very educated indeed. However, today when numbers of schools and colleges have increased, everyone has an opportunity to qualify for the profession of his choice. Students now study many subjects besides those which will qualify them for a profession, and so they have a wider and more general knowledge. There have been many other changes in the educational system. Ways of teaching have changed, and training colleges are running courses to teach teachers these new ways which have replaced the old. In the teaching of English, for example, students were made to memorize grammatical rules and the meanings of words. Today, students are taught by a more direct way and instead of memorizing rules, they are made to practice using the language.
