

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Summer 2022-23 Examination

Semester: 3
Subject Code: 06193207
Subject Name: Commercial Communication

Date: 01/04/2023
Time: 2.00pm to 4.30pm
Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.**A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)**

1. To give green light means _____
 a) to give approval
 b) to focus
 c) to reject
 d) to highlight
- 2 to flog dead horse means _____
 a) to ride horse
 b) to fall sick
 c) waste effort
 d) to get loss
- 3 Commercial Communication means _____
 a) Personal communication
 b) Informal communication
 c) Professional Communication
 d) Non-verbal communication
- 4 BCC means _____
 a) Black carbon copy
 b) Communication copy
 c) bold copy
 d) Blind carbon copy
- 5 to get hold of means _____
 a) to contact
 b) to raise voice
 c) to listen
 d) to write

B). Define the following. (Each of 1 mark) (05)

1. CC in Email writing
2. Email signature
3. Salutation in letter writing
4. Goal setting
5. formal communication

C). Direct questions. (Each of 1 mark) (05)

1. What is commercial communication?
2. What is feedback in process of communication?
3. What is difference between Complaint letter and adjustment letter?
4. What is meaning of 'going through roof'?
5. What is order letter?

Q.2 Answer the following questions.**A). How to set goal to prosper in corporate environment? (07)****B). How to write effective email (08)****Q.3 Answer the following questions.****A). Explain differences between commercial communication and general Communication (07)****B). What are the Features of Successful Professional communication? (08)****Q.4 Attempt any two questions. (Each of 7.5 mark) (15)**

1. Explain Importance of commercial communication
2. Why goal is important in professional life
3. Write an inquiry letter to 'Vikas Furniture Pvt. Ltd for purchasing chair for your company. Computer tables to be used in your new software development unit in Delhi. As the company wants to inaugurate the building on April 1, 2017 ask them to deliver the order within 15 days from the receipt of your order letter.
4. Write complain letter to Technocrat company, Ahmedabad for getting 5 less mouse for your company.