

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Winter 2022-23 Examination

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

Date: 07/10/2022
Time: 10:30 am to 01:00 pm
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. Feedback means _____

a) encoding

c) decoding

b) Giving response to sender

d) receiving ideas

2 Communication is a word derived from the Latin word 'communis' It means _____

a) Share

c) Give

b) Take

d) Receive

3 Commercial Communication means _____

a) Personal communication

c) Professional Communication

b) Informal communication

d) Non-verbal communication

4 The greeting at the beginning of a letter or email message is called _____

a) Title

c) Email signature

b) Salutation

d) Subject

5 CC in Email means _____

a) Carbon copy

c) Clear copy

b) Communication copy

d) Camel copy

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

1. To give the green light

4. To go through the roof

2. To flog a dead horse

5. To keep up to date

3. To get hold of

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

1. What is Professional communication?

2. Who is receiver in process of communication?

3. What is Complaint letter?

4. What is adjustment letter?

5. What is order letter?

Q.2 Answer the following questions.**A). What is process of communication? Explain Importance of commercial communication****(07)****B). Explain email etiquette.****(08)****Q.3 Answer the following questions.****A). Explain differences between Professional 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. How to set goal to prosper in corporate environment?

2. Write importance of goal setting.

3. Write an inquiry letter to New Era Furniture Pvt. Ltd for purchasing tables 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, 2023 ask them to deliver the order within 15 days from the receipt of your order letter.

4. Write complain letter to M/s O. P. Agrawal & Brothers, Bangalore for getting wired mouse instead of wireless mouse for your company.

