

PARUL UNIVERSITY
FACULTY OF MANAGEMENT STUDIES
BBA Winter 2023-24 Examination

Semester: 03
Subject Code: 06193207
Subject Name: Commercial Communication

Date: 10/12/2023
Time: 10:30am to 1:00pm
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.		CO	PO	BTL
A).	Multiple choice type questions/Fill in the blanks. (Each of 1 mark)	(05)			
	1. Identify error. : The conversation with her <u>mother (A)</u> had a more profound <u>affect(B)</u> on her <u>than(C)</u> <u>she expected(D)</u>				
	a) A	c) C			
	b) B	d) D			
	2. _____ means to tell someone that something will definitely happen or is				
	a) Assure	c) Insure			
	b) Ensure	d) None			
	3. Which of the following is the interpersonal communication about products or services where a receiver regards the communicator as impartial and is not attempting to sell products or services?				
	a) Word of Mouth (WOM)	c) Personal Selling (PS)			
	b) Direct Marketing (DM)	d) Customer Service (CS)			
	4. Scenario: You ask a co-worker if they can help you with a client, they cross their arms and roll their eyes but do not say anything. Have they				
	a) No, but they are being rude	c) Yes, they have used non-verbal			
	b) No, at this stage it is one-way communication	d) No, when they answer you they will have communicated back, completing two-way			
	5. Great destruction and loss of many lives.				
	a) Murder	c) Sacrifice			
	b) Holocaust	d) None			
B).	Define the following. (Each of 1 mark)	(05)			
	1. Memo				
	2. Commission				
	3. Letterhead				
	4. Appendix				
	5. Agreement				
C).	Direct questions. (Each of 1 mark)	(05)			
	1. What is Goal setting?.				
	2. Write any two advantages of memo.				
	3. Write any four elements of business letter.				
	4. Write one word for the phrase: On two occasions Twice				
	5. Explain each word				
Q.2	Answer the following questions.				
A).	You are working in ABC organization, Vadodara. Write a warning memo to	(07)			
B).	Write an E-mail. You are XYZ and going to resign from the post of an executive from PQR industry.	(08)			

Q.3	Answer the following questions.				
A).	You are working in Mind tree, Bangalore. Write an inquiry letter about the requirement of 100 computers to Zydex Infotech, Mumbai.	(07)			
B).	<p>Read the following passage and choose the most appropriate answer.</p> <p>Spain's borrowing costs shot up at a bond auction on Thursday, after economic data confirmed the country is back in recession and reports of an outflow of deposits from nationalized Bankia hammered its share price.</p> <p>The Spanish Treasury had to pay around 5 percent to attract buyers of three- and four-year bonds. The longer-dated paper sold with a yield of 5.106 percent, way above the 3.374 percent the last time it was auctioned.</p> <p>"This ... fits the pattern of recent sales, with the Spanish treasury successfully getting its supply away but at ever-higher yields," said Richard McGuire, rate strategist at Rabobank in London.</p> <p>"This unfavorable trend looks set to remain firmly in place ... Ultimately, this ratcheting up of yields will likely require some form of outside intervention," McGuire said.</p> <p>Spanish Prime Minister Mariano Rajoy said on Wednesday his government, struggling to reduce its budget deficit, could soon find it difficult to fund itself affordably on the bond market unless the pressure eases.</p> <p>His finance minister, Cristobal Montoro, meets heads of finance of all 17 regions later to review their budget plans which are a crucial plank of the drive to lower public debt.</p> <p>The European Commission warned last week that stubbornly high debts in the regions and the welfare system would prevent Spain meeting its deficit goal of 5.3 percent of GDP this year.</p>				
	1. How much higher was this past bond yield compared to the previous one? a) over 1.5% higher b) 0.5 % higher c) It wasn't higher. It was lower.	(01)			
	2. What happened to Bankia shares on the market? a) They plunged. b) They rose by about 1.5%. c) They remained	(01)			
	3. According to the article, how high can Spain's 10 year yields go? a) 7% b) 6% c) 5%	(02)			
	4. Is the Spanish government unable to sell bonds? a) No, it's the high yields that are the problem. b) Yes, they can't even sell half of the bonds. c) No, the biggest problem is corruption.	(02)			
	5. According to the article, what's the biggest hurdle to Spain meeting its deficit goal this year? a) Debts in the regions and the welfare system b) The drop in value of Bankia shares c) The inability of the government to successfully sell bonds.	(02)			
Q.4	Attempt any two questions. (Each of 7.5 mark)	(15)			
	1. Difference between Professional and Commercial communication.				
	2. Salient features of a good business report.				
	3. Discuss different types of reports.				
	4. Write a short note on Common Etiquette for E-mail Writing.				