

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Winter 2019 - 20 Examination

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

Date: 03/12/2019
Time: 02:00pm to 04:30pm
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. The acknowledgement in report writing...
 - a) It is a list of people who sponsor or help you in creating the report.
 - b) It shows that you have copied the report.
 - c) It is a proof that you have not taken anybody's help in writing the report.
 - d) It is one of the useless pages of any report.
2. Full block format is used for formal business letters. This format is characterized by the fact that
 - a) every line starts at the right margin.
 - b) every line starts at the left margin.
 - c) every line starts at the centre margin.
 - d) none of these.
3. _____ the employees to work hard for the organization and the buyers to buy organization's products are two other important objectives of communication.
 - a) To order
 - b) To ask
 - c) To persuade
 - d) To confirm
4. Which of the following is the most essential element of report writing?
 - a) Details without facts
 - b) Salutation
 - c) P.S.
 - d) Findings
5. Setting goals puts you in the _____.
 - a) driver's seat
 - b) driver's sit
 - c) HR Seat
 - d) Finance Sit

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

1. Auditor
2. Insolvent
3. Appendix
4. Importance of recommendation(s) in a report
5. Minutes of the meeting

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

1. Order acknowledgement
2. Sales letter
3. Trademark
4. BCC in email
5. CC in email

Q.2 Answer the following questions. (07)**A). Explain purposes of professional/commercial communication in an organizational set-up.****B). Give one word substitute for the following. (08)**

1. A person appointed by two parties to solve a dispute is called _____.
2. One who can use either hand with ease is called _____.
3. A person who regards the whole world as his country is called _____.
4. The study of statistics is called _____.
5. Government not connected with religious or spiritual matters is called _____.
6. One who is unable to pay his debts is called _____.
7. One who does not express himself freely is called _____.
8. A person who is mentally ill is called _____.

Q.3 Answer the following questions.

A). Explain email etiquettes in detail.

(07)

B). Draft a letter of complaint to be sent to the supplier regarding late delivery of goods using full block format.

(08)

Q.4 Attempt any two questions. (Each of 7.5 mark)

(15)

1. What is a Business Report? Explain structure of report writing in details.

2. Draft a memo to be sent to an employee who comes late to office frequently.

3. Anil Industries, Vadodara wants to purchase latest designed wooden and steel furniture. Write an enquiry letter to Vishnu Furniture, Dabhoi asking for the prices and other particulars.

4. Write a short note on steps to successful goal setting.