

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA, Winter 2017 - 18 Examination**

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

**Date: 05/01/2018**  
**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. Pinky and Sushie are the two secretaries. The \_\_\_\_\_ is the more dynamic of the two.
 

a) latter	c) later
b) letter	d) litter
2. One should not adopt unfair means to fulfill the \_\_\_\_\_ of life.
 

a) necessities	c) lacunas
b) necessities	d) provisions
3. This office employs highly educated and cultured \_\_\_\_\_ personnel.
 

a) personnel	c) personal
b) personnal	d) personel
4. As you walk down the garden the bed of roses \_\_\_\_\_ the holly bush.
 

a) preceeds	c) procedes
b) proceeds	d) precedes
5. It was actively involved in every operation to \_\_\_\_\_ expel and exterminate the Jews from the very beginning.
 

a) presecute	c) prosecute
b) porsecute	d) persecute

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

1. What is the goal setting?
2. What is the full form of CC?
3. What is the full form of BCC?
4. What are the features of communication.
5. What are the standard elements in business letter.

**C). Write an example or situation for the terms mentioned below. (Each of 1 mark) (05)**

1. Communication in an organizational set up
2. Acknowledgement letter
3. Report
4. Business letter
5. Memo

**Q.2 Answer the following questions.****A). With reference to understanding of formal email and formal letter writing there are few informal expressions given below. Write formal expression for the same. One has been done as an example for you. (07)**

Example: (informal) Sorry, but it's not opening. Send it.

(formal) I am unable to open it. Would you please send it again?

1. You are late for payment and we didn't like it.
2. I am sorry, I can't come.
3. Heavy rainfall. We have postponed the meeting.
4. I'm attaching you the conference brochure.
5. I didn't like the room as well as services.
6. I won't repeat the mistake.
7. Apologize for delay.

- B). Mr. Arjun Kapoor is looking for a cleaning service for his office. Few words from his email (08) are missing. Select correct words from the bracket given to make it a meaningful email.**

**(Eco-friendly, includes, professional, budget, small, present, ensure, generate)**

Dear Sir/Madam,

At 1 \_\_\_\_\_ we are seeking a 2 \_\_\_\_\_ cleaning service provider for our 3 \_\_\_\_\_ office. Our office area is around 3000 square feet in GIDC, Ankleshwar. Since it 4 \_\_\_\_\_ a workshop, we 5 \_\_\_\_\_ a lot of nylon waste and we would like to 6 \_\_\_\_\_ that this is dealt with an 7 \_\_\_\_\_ manner. We would require the service twice-weekly and our yearly 8 \_\_\_\_\_ is Rs. 24,000.

Could you provide a quote for us, please?

**Q.3** Answer the following questions.

**A).** Mention at least seven Etiquettes of formal email writing. **(07)**

**B).** The Managing Director, Parul Electronic Home Appliances pvt. Ltd., Vadodara, is concerned about the rapid increase in the number of accidents taking place in different units of the company. As a Bahubali Patel, Safety Manager, you are asked to submit a report investigating the causes and suggesting measures to improve the situation. **(08)**

**Q.4** Attempt any two questions. **(Each of 7.5 mark)** **(15)**

1. What do you understand by commercial communication? Discuss the difference between commercial/professional communication and general communication.
2. Discuss the different layouts of business letter.
3. You are shifting your office to a new place in Mumbai. You need professional assistance in packing and moving. Write an email to [movers&packers@gmail.com](mailto:movers&packers@gmail.com) informing your demands and inquiring their services and quotation.
4. As a student of 3<sup>rd</sup> semester BBA you visited college library and found that many of the books for the subjects of 3<sup>rd</sup> semester are not available in library. Prepare a list of such books and write a letter to inform librarian to avail these books at the earliest.