

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA, Summer 2018 - 19 Examination**

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

**Date: 15/05/2019**  
**Time: 10:30am to 1:00pm**  
**Total Marks: 60**

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**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). Choose the correct option. (Each of 1 mark) (05)**

1. Persons in any service
  - a) Personnel
  - b) Precede
  - c) Loose
  - d) Practical
2. Part of a printed advertisement used for ordering goods, samples etc
  - a) Coupon
  - b) Circulation
  - c) Discount
  - d) Commercial
3. Report is written in
  - a) Past
  - b) Future
  - c) Present
  - d) None of these
4. \_\_\_\_\_ is used for the External purpose of Communication.
  - a) Memo
  - b) Report
  - c) Letter
  - d) group discussion
5. \_\_\_\_\_ is also known as snail mail
  - a) e-mail
  - b) Business letters
  - c) letter
  - d) Reports

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

1. Salutation
2. purpose of communication
3. Business letter.
4. Communication
5. Report

**C). Answer the following questions. (Each of 1 mark) (05)**

1. List down all the standard element of Business letter.
2. For the purpose of (Write the Concise)
3. A small forest (Write the Substitute)
4. Goals
5. Give synonym of: Interfere

**Q.2 Answer the following questions.**

**A). What is goal setting? Discuss the golden rules of Goal setting? (07)**

There is a story of a man who thought he had a right to do what he liked. One day, this gentleman was walking along a busy road, spinning his walking-stick round and round in his hand, and was trying to look important. A man walking behind him objected. "You ought not to spin your walking-stick round and round like that!" he said. "I am free to do what I like with my walking-stick," argued the gentleman.

'Of course you are,' said the other man, "but you ought to know that your freedom ends where my nose begins."

The story tells us that we can enjoy our rights and our freedom only if they do not interfere with other people's rights and freedom.

**Questions:**

- 1) Why was the gentleman on the road moving his walking stick round and round?
- 2) Who objected him?
- 3) What argument did the gentleman give?
- 4) Was the other satisfied with argument?
- 5) What did he say in reply?
  
- 6) Complete the following statements with the correct options:
  - A. The gentleman was walking along a.....
    - (i) Lonely road.
    - (ii) Busy road.
    - (iii) Narrow road.
  
  - B. The gentleman was .....
    - (i) Running along the road.
    - (ii) Disturbing others on the road.
    - (iii) Spinning his walking-stick round and round.
  
- 7) Write True or False against the following statements:
  - (a) The gentleman was spinning the walking-stick round and round in his hand to drive away the dogs.
  - (b) The gentleman was walking along a busy road.
  
- 8) Give synonyms of the following words:
  - (a) Spinning (b) Interfere

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

A).Place an order for certain goods which you reserve that right to reject if delivered after more than 5 Days of the date of order. State that they are to be sent by parcel post. (07)

B).What are the different layouts of letter writing? (08)

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

1. Discuss the Guiding Principles of Composing Emails
2. Draft an email from a publisher in response to a query about the availability of certain books.
3. One of the 12 cases that you have received from your suppliers contain goods that you did not order. Draft a complaint about it asking for its quick replacement.
4. Draft a Congratulating Memo to nominate one of your employees for Seminar.