

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Summer 2017 - 18 Examination

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

Date: 15-06-2018
Time: 02:00 pm to 04:30 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) Select one appropriate option from given questions. (Each of 1 mark) (05)

1. Business letters are also known as snail mail. (True/ False)
2. Email etiquettes are not required to draft the email. (True / False)
3. Memo is used for the External purpose of Communication. (True/False)
4. Persons in any service

a) Personnel	c) Loose
b) Practical	d) Precede
5. Part of a printed advertisement used for ordering goods, samples etc

a) Coupon	c) Discount
b) Circulation	d) Commercial

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

1. List down all the standard element of Business letter.
2. Salutation.
3. Describe the purpose of communication.
4. For the purpose of (Write the Concise).
5. Steps of Report writing.

C) Define below mentioned concepts in one or two sentences. (Each of 1 mark) (05)

1. Difference between general and professional communication.
2. List down 4 emails etiquettes.
3. Purpose of Memo.
4. Until such time as (Write the Concise).
5. Silent feature of report writing.

Q.2 Answer the following questions.

A) Draft a Congratulating Memo to nominate one of your employee for Seminar. (07)

B) Draft an email from a publisher in response to a query about the availability of certain books. (08)

Q.3 Answer the following questions.

A) 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. (07)

B) Write a report of a sub-committee of Directors on declining sales with suggestions to promote them. (08)

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

1. Discuss the golden rules of Goal setting.
2. What are the different layouts of letter writing?
3. 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.
4. A show-cause notice to an employee for his gross misbehavior with his superior. Draft the memo for the same.