

S.Y. B.COM (Yearly Pattern)

SUBJECT CODE : 8354

BUSINESS COMMUNICATION- II -

March - April 2015

Time: 3 Hours.

Total Marks: 100

- 1(a) *M/s. Tarun Tea Stores, Rajkot complains to their principal distributor M/s. Jivraj Tea Distributors, Surat regarding shortage in quantity of tea ordered by them. Draft a letter asking them to compensate the loss at the earliest.*

10

- 1(b) *Write a letter on behalf of M/s. Satyam Computer Peripherals, Ahemdabad to M/s. Alibaba Computers Pvt. Ltd, Delhi placing a large order for various computer accessories.*

10

OR

- 1(a) *Write a letter on behalf of M/s. Brinda Thermowares, Surat to M/s Patel & Sons, Ahemdabad informing them that their order cannot be fully executed due to shortage of raw material. Ask them either to re order goods with other options available in the catalogue or wait for some more time to execute the original order*

10

- 1(b) *Write a letter on behalf of a manager of readymade garment store to a regular customer expressing his heartfelt apologies for the incivil behaviour of one of his staff.*

10

- 2(a) *Write a letter on behalf of M/s. Shagun Trading Co., Rajkot to their bankers asking their opinion about the financial credibility of Shah & Sons, Baroda who wishes to buy goods worth Rs. 2,00,000/- on credit.*

10

- 2(b) *Write a tactful letter asking a customer who has not responded inspite of many reminders to him. Write a firm but polite letter asking him to settle the account appealing to his fair sense of honour and creditworthiness.*

10

OR

OR

- 2(a) *M/s. Viraj & Sons, Ahemdabad intends to purchase goods worth Rs. 1,00,000/- from M/s. Trisha Traders, Baroda. Draft a letter to one of the references inquiring about the creditworthiness of the Trisha Traders.* 10
- 2(b) *A customer who has been sent several reminders has not responded so far. Write a letter to them and offer to settle the debt in installments if the customer is genuinely facing financial crisis.* 10
- 3(a) *Define AIDCA pattern of Sales letter and its components in brief.* 10
- 3(b) *Write a sales letter on a newly introduced LED television.* 10

OR

- 3(a) *A sales letter is indeed an ambassador of a businessman. Discuss.* 10
- 3(b) *Draft a suitable sales letter on a newly launched mobile phone.* 10
- 4 *Draft a circular letter on any two of the following:* 20
- i. *Increase in the price of a product*
 - ii. *Shifting of factory premises*
 - iii. *Admission of a new partner in the firm*
 - iv. *Festival clearance stock.*
- 5(a) *Define a business report. Explain in brief the structure of a report.* 10
- 5(b) *Write a report on behalf of a Secretary of Karishma Oil Mills Private Limited to the Board of Directors, regarding the recent fire that caused serious damage to machine and material.* 10

OR

5. *Draft a subcommittee report on starting of a new Commerce college at Valbhipur, Bhavnagar district.* 20

***** The End *****