

E 5 MAR 2019

SY B.COM(8354)
Business communication-III
EXAMINATION MARCH-2019

- Sub code: 8354

- 3:00 HOURS. Total marks 100
- Q1 On behalf of Modern Domestic Appliances, Ahmadabad, place an order for 25 RACOLD mini oven toaster griller. 10
A
- OR**
- A retailer in readymade garments has suffered a great loss on account of fire. Write, on behalf, a letter cancelling his order for a variety of dresses.
- Q1 B Write a letter of complaint from retailers in woolen-wears informing the suppliers about the inferior woolen blankets sent by them in the last consignment. 10
- OR**
- Saaras Foods Nadiad, have received a letter from a customer complaining of damage in the fruit juice tins supplied by them. Write a tactful reply on behalf of Saaras Food Factory to the customer.
- Q2 A A customer has placed an order for goods to be supplied on credit of two months but has not given any information about himself. Write to him asking for credit information. 10
- OR**
- Inform a customer that owing to his repeated delay in paying his dues you are compelled to deal with him on cash basis only.
- Q2B Write a letter of collection to the customer who has not responded at all about your previous letter. 10
- OR**
- Write a collection letter strongly insisting to settle the account in full without further delay.
- Q 3 Write any TWO 10
A
- 1) Importance of Sales letter
2) Sales letter as Ambassador of Businessmen
3) AIDCA pattern in Sales letter.
- Q 3 Write a sales letter advertising LCD 10
B
- OR**
- Draft a sales letter advertising Apple Smart phone.
- Q 4 Write any TWO 10
A
- 1) Characteristics of Circular letter
2) Importance of circular letter.
3) Features of Circular letter.
- Q 4 Write Circular on any TWO: 10
B
- 1) Retirement of a partner
2) Stock clearance sale
3) Shifting of premises
- Q 5 As the secretary of a well established Industrial Concern, you are requested to prepare a report suggesting the welfare facilities for workers- Draft the report. 10
A
- OR**
- As a manager of a five star hotel, prepare a report on the possibility of opening a branch of your hotel in Gujarat.
- Q 5 Write a committee report on the Inspection branches so as to improve the workings of the branches and improve the sales of the company's products. 10
B
- OR**
- On behalf of a committee, draft a report on prospects of marketing Tasty Tea in your district.