

16 OCT 2019

B. Com. Sem-3 Examination
Business Communication
Code No. : 20655

Time : 2.30 Hours]

[Marks : 70

- 1 A Define characteristics of opinion related to Bank and Business Firms. 14
OR
- 1 A [i] The Chocolate Room, Waghawadi Road, Bhavnagar received letter from a shop of 07
Kalvibid, Bhavnagar asking for Cakes and Chocolates on credit. Draft a letter Asking the
shop to furnish the name of bankers and trade references on behalf of The Chocolate
Room.
- [ii] Akash Clothes Co., Ahmedabad was requested to provide Jeans on credit to Fashion 07
Store, Bhavnagar. State Bank of India does not find them trustworthy and reliable. Draft
a letter to give an opinion.
- 1 B **Answer the following questions. [Any Four]** 04
- [1] Can we share received credit information with anyone?
[2] From whom do we get credit information?
[3] How many types of credit information can be received from references?
[4] How many types of replies can be given to the buyer?
[5] Is compulsory to give credit goods after getting positive credit information?
[6] Which details should be added in the letter forgetting credit information from a bank?
- 2 A **Read the paragraph and answer the questions given below it.** 14
- They felt ugly and ridiculous and they didn't like any suit. Desperate {worried}, they went to the owl's house who was the most prestigious dressmaker of the forest. She designed for them a pair of striped, white and black trousers. There were the most marvelous suits that a flamingo had ever worn. Now they could go to the party. When the day came everybody was very happy, but the snakes were very worried about the flamingos' trousers, because they saw that the trousers were made of snake skin. The snakes were indignant {annoyed} and they bit the flamingos. Their bodies and legs were itching and got hot so they ran to the lake. Since that day they don't go out of the lake because only the water can calm the pain caused by the bites, which left their legs red and their feathers pink like summer dusk. This is an Argentinian folk tale. But what does science say? Young flamingos hatch with grey feathers but adults range from light pink to bright red due to bacteria and carotene {a red or orange substance found in carrots and other plants} obtained from their food supply.
- Q:1 The flamingos were worried about their_____.
- Q:2 Why did the flamingos not like any suit ?
- Q:3 What colour dress was designed ?
- Q:4 Why the snakes were worried about the trousers of the flamingos ?
- Q:5 Why are the feathers of the flamingos light pink to bright red ?
- Q:6 'The snakes bit the flamingos.' What does it mean ?
- Q:7 This story is from the land of_____.
- OR
- 2 A [i] How silence play an important role in communication? 07
[ii] Define profile of effective listener. 07

- 2 B **Answer the following questions. [Any Four]** 04
- [1] Listening means to respond to advice or request. (a) True (b) False
 - [2] Is last step of listening process.
(a) Hearing (b) Interpreting (c) Responding (d) Stop talking
 - [3] Hearing means receiving with ears. (a) True (b) False
 - [4] Which of these type of listening locks depth?
(a) Appreciative Listening (b) Superficial Listening (c) Focused Listening (d) Evaluative Listening
 - [5] Which types of listening followed by skilled listener?
(a) Superficial Listening (b) Alternative Listening (c) Appreciative Listening (d) Evaluative Listening
 - [6] In which of these the listener puts himself in place of speaker?
(a) Focused Listening (b) Evaluative Listening (c) Alternative Listening (d) Empathetic Listening
- 3 A What are the features related to Business related Press Reports. 14
- 3 A [i] Draft a Press Report on an accident of Plane crash. 07
- [ii] Draft a Business Press Report on services and market expansion by Zomato. 07
- 3 B **Answer the following questions. [Any Three]** 03
- [1] The Press Report should be
(a) Long (b) Short (c) Good (d) Wrong
 - [2] Which types of information should be written after giving headlines to the report?
 - [3] Give full form of PTI.
 - [4] Is it necessary to mention place of incident in the press report?
 - [5] What are the main type of press report?
- 4 A Explain types of Meeting. 14
- 4 A [i] What are the responsibilities of participating meeting? 07
- [ii] Provide demerits of meeting. 07
- 4 B **Answer the following questions. [Any Three]** 03
- [1] will write minutes of meeting?
 - [2] The notice is sent with
 - [3] The notice should be sent days.
 - [4] Do the chairman and secretary compare the meeting?
 - [5] Give full form of AGM & EGM.