

**P. P. SAVANI UNIVERSITY**

Third semester of B.Com Examination  
November-2021

**SMBC3240- Commercial Communication**

25.11.2021, Thursday

Time: 09:00 a.m. to 11:30 a.m.

Maximum Marks: 60

**Instructions:**

1. The question paper comprises of two sections.
2. Section I and II must be attempted in same answer sheet.
3. Make suitable assumptions and draw neat figures wherever required.

**SECTION - I**

**Q - 1**

Attempt any five of the following MCQs.

[05]

- (i) Salutation is a way of addressing the \_\_\_\_\_ of the letter.
- a. receiver
  - b. sender
  - c. writer
  - d. owner
- (ii) A \_\_\_\_\_ is a document that has information about your qualifications.
- a. Resume
  - b. Photo
  - c. Laptop
  - d. Poem
- (iii) The resume and application letter perform \_\_\_\_\_.
- a. two different tasks
  - b. two same tasks
  - c. overlapping tasks
  - d. none of the above
- (iv) An extempore speech is delivered on a \_\_\_\_\_.
- a. random topic given to the candidates
  - b. special occasion
  - c. all of the above
  - d. none of the above
- (v) A formal letter should be \_\_\_\_\_.
- a. in the proper format
  - b. to the point and brief
  - c. grammatically correct
  - d. all of these
- (vi) An application written to get a job is called a \_\_\_\_\_.
- a. resume
  - b. job application
  - c. CV
  - d. prospecting letter

- (vii) A speech must always present \_\_\_\_.
- a. facts
  - b. opinions
  - c. perspectives
  - d. suggestions
- Q - 2 (a) Write a circular letter to your staff informing them to maintain discipline in the staffroom. [05]
- Q - 2 (b) Explain in detail the Seven C's of letter writing. [05]
- OR
- Q - 2 (a) Write a letter to the director of Foreign Language Academy located in your city inquiring about the French language course starting from next month. [05]
- Q - 2 (b) Write down a job application. [05]
- Q - 3 (a) Prepare your resume to get a job. [05]
- Q - 3 (b) Write a speech for Independence Day. [05]
- OR
- Q - 3 (a) You have received an inquiry letter regarding the availability of 8 rooms in your hotel during Christmas. Being the manager of the hotel write a reply to that inquiry letter informing the customer about the availability of rooms and other services offered by your hotel. [05]
- Q - 3 (b) Draft a formal letter placing an order for the latest model of the laptop available in the market. [05]
- Q - 4 Attempt any one.
- (i) Write a complaint letter regarding receiving a damaged product.
  - (ii) Write a collection letter to your customer to make the payment.

SECTION - II

- Q - 1 Answer the following (Any Five) [05]
- (i) What do you mean by Memo?
- (ii) Define Interviews.
- (iii) Write any one purpose of Group discussion.
- (iv) Write two don'ts of Interview
- (v) Write any one objective of Interview.
- (vi) Define Group Discussion.
- (vii) What is the maximum number of interviewers during a Panel Interview?
- Q - 2 (a) List down Do's of GD. [05]
- Q - 2 (b) Write a memo informing the employees about Work From Home due to covid cases. [05]
- OR
- Q - 2 (a) Explain types of interviews. [05]
- Q - 2 (b) Write a memo informing the employees about the office rules. [05]
- Q - 3 (a) Prepare an advertisement for Gujarat Tourism. [05]
- Q - 3 (b) Explain Don'ts of GD. [05]
- OR
- Q - 3 (a) Prepare an Advertisement for Home Loan. [05]
- Q - 3 (b) Characteristics of a Memo. [05]
- Q - 4 Attempt any one. [05]
- (i) List down Don'ts of Interview.
- (ii) Advantages of Group Discussion.

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