

GANPAT UNIVERSITY**BBA Examination April 2014****BBA(Gen/FS/MM), B.Com., Sem-II, CBCS****Time: 3 Hours.****IIB05BUC BUSINESS COMMUNICATION****Total Marks: 70****Instructions:**

- (1) Use separate answer books for Section I and Section II.
- (2) Q1 in Section I and Q4 in Section II are compulsory.
- (3) Figures to the right indicate marks of each question.

SECTION – I

Q1 Draft the minutes of the first meeting of Board of Directors of Sonal Industries, Mehsana. (11)

Q2(A) Write a letter to a wholesale dealer of Electronic items. Inquiring about suitable rates and trade terms and catalogue. (06)

Q2(B) Draft a letter to place an order for 200 Jeans and 200 Cotton Shirts to Radhe Industries, Rajkot. (06)

OR

Q2(A) Draft a letter of complaint from Aroma Industries about the delay in the execution of the order for 200 industrial tools (Model No 142X). (06)

Q2(B) Write a Sales Promotion letter of Nokia X Android Smart phone for the all dealers of Gujarat. (06)

Q3 As the secretary of Landmark Honda, Mehsana, you have been asked to draft a report for your directors on the decline in business in its Mehsana branch. Draft the report making suggestions for improving the business of the branch. (12)

OR

Q3(A) Write steps of writing effective project report. (06)

Q3(B) Write objectives of project report. (06)

SECTION -- II

Q4(A) Fill in the blanks with appropriate form of the verb given in the bracket. (06)

- I. Amit and Sumit _____ this industrial firm for last ten years. (run)
- II. We _____ the exercise at this moment. (do)
- III. When I reached the station the train _____. (depart).
- IV. _____ you _____ to the cinema often? (go)
- V. Yesterday at 6.00 pm the sportsperson _____ the sports event. (inaugurate)
- VI. The flight _____ yet. (not + arrive)

Q4(B) Do as directed. (05)

- I. I have typed the letter. (Make it Present Perfect Continuous Tense.)
- II. The boss scolded his employee. (Make it interrogative)
- III. Good students work hard. (Make it negative)
- IV. My teacher is helping me. (Make it Simple Present)
- V. Students had learnt grammar. (Make it Past Perfect Continuous Tense.)

Q5(A) Draft an Application along with Resume in response to the following advertisement: (12)

"Wanted Medical Representative, willing to travel extensively in Southern India to promote the sales of some new products of reputed company. Apply within seven days to Box 220518, *The Times of India, Mumbai.*"

OR

Q5(A) What are the steps to succeed in Pre interview? (06)

Q5(B) What are the Post interview checklists? (06)

Q6(A) Discuss Effective techniques of participating in Group Discussion. (12)

OR

Q6(A) Show the difference between Manager and Leader. (06)

Q6(B) Suppose you have been invited as the chief guest of the cultural festival in university. Draft (06)
a very effective speech to encourage the participants, students and faculties.

End of Paper