

RAN-2308000601050004
F.Y.B.Com. (Data Science) (Sem. - I) Examination November - 2025
AEC - Business Communication - I
[Total Marks: 25
સૂચના : / Instructions

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fill up strictly the above details on your answer book
- (2) The Figures to the right indicate the total marks for each question.

Seat No.:

Student's Signature

- Q.1. Answer the following questions briefly. 04**
1. Define written communication.
 2. How does context affect communication?
 3. Why is it important to address the recipient correctly in a business letter?
 4. What is the significance of “Clarity” in a business letter?
- Q.2. Describe the standard format for the layout of a business letter, including details about margins, fonts, and spacing. 07**
- OR**
- Q.2. How does the quality of relevance and customization impact the effectiveness of a business letter? Can you provide examples of how tailored content can make a letter more effective? 07**
- Q.3. A. Enquire to your supplier of raincoats and overcoats about the terms of sale, mode of payment, and terms and conditions of transportation. (Imagine that you are the manager of Ambika General store and you are writing to the sales manager of Indian Rubber work Ltd. Rampur.) 04**
- OR**
- Q.3. A. Imagine you are a dealer of ABC paints. Write a response letter to your client who is seeking information concerning catalogues, prices and samples. 04**
- Q.3. B. Write an acknowledgment letter for the excellent quality of materials received from Bombay Silks and also express your willingness to connect in near future. 03**
- OR**
- Q.3. B. Imagine a situation where you are a website designer. Write a response to your prospective client who wants you to develop a website for his restaurant. 03**
- Q.4. A. Write a letter to your regular stationary store informing about the delay in orders of stationeries since the agency is closed due to a family occasion. Also propose a new delivery date. 04**
- OR**
- Q.4. A. Write a routine order letter of various bakery products to ABC Bakers for your store. 04**

Q.4 B. As the manager of Aum Fashions, write a letter to your regular client informing them about special discounts on Diwali and asking them to take maximum advantage of this scheme. **03**

OR

Q.4. B. You manage a medical store, and one of your suppliers is unable to deliver the medicines due to unforeseen issues. Write a letter declining the order. **03**
