



RAN-2408000602050004

B.Com. (Data Science) (Sem. - II) Examination November - 2025

AEC - English : Business Communication - II (Paper - II)

Time: 1 Hour]

[Total Marks: 25

સૂચના : / Instructions

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fill up strictly the above details on your answer book.

Seat No.:

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Student's Signature

Q. 1. A. Multiple Choice Questions:

(05)

- Removing unwanted area of picture is called _____.
a. Cropping b. Creeping
c. Crossing d. Crawling
- Which of the following is not a common form of business communication.
a. emails b. Data reports
c. presentation d. physical mails
- Which part of the business letter states that a brochure is placed in the envelope?
a. Attention Line b. Reference
c. Carbon copy d. Enclosure
- Why is providing background information important in a news report?
a. To entertain readers with unrelated stories
b. To distract readers from the main story
c. To provide context and understanding of the events
d. To speculate about future events
- In a press report on an accident, why is it important to include accurate and objective information?
a. To ensure transparency and credibility
b. To avoid misinterpretation or bias
c. To provide reliable information to the public
d. All of the above

Q. 1. B. Match the Following

(05)

1. Formal Letter	a. Letters that are written in a strict and specific format.
2. Informal Letter	b. Signature to enter into a binding agreement
3. Yours faithfully	c. Casual and personal letters
4. Attention line	d. Formal letter Closing
5. Signatory	e. A line of text after the address in a letter

Q. 2. A. You have received from your suppliers some papers in a damaged condition. Write a letter seeking explanation regarding the situation emphasising the need of greater care in filling the orders. (05)

OR

Q. 2. A. You received a letter from Standard Traders, New York, refusing the order of handicraft items. Draft a response letter to convince them for a second thought. Also, give some negotiation in the terms and conditions to maintain the order. (05)

Q. 2. B. Draft a warning letter to an employee for disciplinary issue in your firm- describe in brief the incident, mention the company policy details, inform about the warning period, behaviour monitoring act and repercussions if not found appropriate (05)

OR

Q. 2. B. Draft a letter as a customer requesting his concerned bank to stop payment of a cheque. Hints: Give the cheque number, the date on which drawn, payee's name and amount. Also, briefly state why you want the payment to be stopped. (05)

Q. 2. C. Draft a press report on a Mahakumb. Hint: where, when and why is the 2025 Mahakumb taking place? The significance, key rituals, major challenges in terms of logistics and measure of safety that is incorporated. (05)

OR

Q. 2. C. Draft a letter to a customer whose account has been overdrawn informing him that such a practice is not normally allowed by the bank. (05)
