



RAN-2510000101033003

F.Y.B.B.A. (NCF-NEP) (Sem. - I) Examination November - 2025 Global Business Communications and Public Relations

Time: 2 Hours]

[Total Marks: 50

સૂચના : / Instructions

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fill up strictly the above details on your answer book.
- (2) Write according to the instructions as given of Each Question.

Seat No.:

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Student's Signature

Q.1. Short Questions: (Write any 5 out of 7) (10)

1. Enlist the key aspects of Global Business Communication.
2. Briefly explain any two terms of payment.
3. What is delivered Ex ships?
4. What is a Letter of Credit?
5. Enlist the objectives of Public Relations.
6. What is Export?
7. Draw the format of an Email.

Q.2. Long Questions: (14)

You are the Purchase Officer of Elegant Hotels Ltd., Jaipur, Draft an Order Letter to a furniture manufacturer for supplying 100 banquet chairs and 20 round tables for your hotel's banquet hall. Mention specifications, delivery timeline, and payment terms. Also, draft a suitable Acknowledgement of Order Letter from the manufacturer confirming receipt of the order, expected delivery schedule, and assurance of quality.

OR

Q.2. Write the following answers:

- (a) Explain the Functions of Public relations. (07)
- (b) Explain the objectives of Export Correspondence. (07)

Q.3. Long Questions: (14)

You are the Sales Manager of Timex Watches Pvt. Ltd. Draft a Report to the Marketing Director on the "Declining Sales of Watches in the Last Two Quarters." Also, suggest measures to improve sales.

OR

Q.3. Write the following answers:

- (a) Essentials of a successful Business letter. (07)
- (b) Explain different parts of a business letter. (07)

Q.4. Write short notes: (Any three out of five) (12)

1. General Terms of Delivery and Transport.
2. Building confidence and establishing strong Trade Relations.
3. Email Etiquette.
4. Tools of Public Relations.
5. Terms of Payment used in Import & Export.