

RAN-2308000601050004

F.Y.B.Com. (Data Science) (Semester-I) Examination April - 2026
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.: <table border="1" style="width: 100%; height: 20px; border-collapse: collapse;"> <tr> <td style="width: 15%;"></td> <td style="width: 15%;"></td> <td style="width: 15%;"></td> <td style="width: 15%;"></td> <td style="width: 15%;"></td> <td style="width: 15%;"></td> </tr> </table> Student's Signature						

- Q-1. Answer the following questions briefly. 04**
- 1) How does decoding work in communication?
 - 2) What are the 7C's of communication?
 - 3) What is diagonal communication, and when is it used?
 - 4) What is the role of communication in personal relationships?
- Q-2. How does the use of salutations and complimentary closings contribute to the overall professionalism of a business letter, and where are they usually placed within the letter? 07**
- OR**
- Q-2. What role does technology play in modern communication, and how has it transformed the way we communicate? 07**
- Q-3. A) Draft a suitable response to the enquiry by your supplier about the price and time of delivery of raincoats and overcoats. (Imagine that you are the sales manager of Indian Rubber work Ltd. Rampur and you are writing to the manager of Ambika General store.) 04**
- OR**
- Q-3. A) Write to the dealer of ABC mobiles inquiring about the price, discounts and mode of payment of the products that you have listed to buy from them. 04**
- Q-3. B) Write an acknowledgment letter for the goods received from Ved Wooden Art Works and also express your willingness to order for more art works in the future as well. 03**
- OR**
- Q-3. B) Draft a letter declining the order of tiles that was placed with Morbi Tiles. (state minimum 2 reasons for cancelling the order) 03**

Q-4. A) Write a letter to the dealer asking for substitution of 80 damage sets of mobile sets received in one particular shipment. **04**

OR

Q-4. A) On behalf of the principal of a higher secondary school write a letter cancelling the order placed for 50 CCTVs with Save Systems Pvt. Ltd. (State 3-4 reasons for cancelation of order.) **04**

Q-4. B) As the manager of Shakti fireworks write a letter to your regular client informing about the delay in production and request for extension of time in delivery of goods. **03**

OR

Q-4. B) Imagine that you are the manager of Reva Fashions, write a letter to a wholesaler requesting changes in the order of some goods that has already been placed. **03**
