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SARDAR PATEL UNIVERSITY
BBA II Semester Examination
Monday, 6 April 2015
2.30 - 4.30 pm
UM02FBBA01/04 - Communication Skills for Management II

Total Marks: 60

- Note :** (1) Answers of all the questions should be written in the provided answer book only.
 (2) Figures to the right indicate full marks to the questions concerned.
 (3) Your answer must be precise.

Q.1

- (a) Describe the beginning of the play, 'All my Sons' by Arthur Miller. [10]
 (b) Write a brief note on : [05]
 Chris as the central hero of the play.

OR

Q.1

- (a) Which are the reasons that compelled Joe Kellere to commit suicide at the end of the play ? [10]
 (b) Write a brief note on : [05]
 Imprisonment of Steeve Deever

Q.2

- (a) Explain in brief warning, information and raising morale as objectives of business communication. [08]
 (b) Write a brief note on : [07]
 Body of the letter as the main part of a business letter.

OR

Q.2

- (a) Describe E-mail, Internet and Video Conferencing as modern forms of communicating. [08]
 (b) Write a brief note on : [07]
 Qualities of an effective business letter.

- Q.3 Draft an enquiry letter for the quotation and other terms and condition for computers and laptops to Vijay Computer Shop, Bangalore. [15]

OR

- Q.3 In response to an inquiry for the purchase of latest mobiles, draft a reply on behalf of Vikas Mobiles Shop, Baroda giving all necessary details of prices, discounts and conditions. [15]

- Q.4 Draft a letter to Titan Watch Shop, Delhi, placing an order for the latest wrist watches and draw their attention to prompt delivery and method of payment. [15]

OR

- Q.4 Delight Books Store, Nehru Road, Ahmedabad, has delayed the delivery of books by six weeks from the date of order, draft a letter pointing out the delay clarifying a new date to get the goods. [15]

