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SARDAR PATEL UNIVERSITY
BBA (ITM) (Honours) (Semester II) (CBCS) (Regular) Examination
2015

UM02FBB104: Communication Skills for Management-II

Monday, 6 April

02:30 p.m. to 04.30 p.m.

Total Marks: 60

Note: Figures to the right indicate full marks to the question concerned.

- Q-1 (A)** Sketch the character of Joe Keller as described in the play "All My Sons". 10
(B) Write a short note on: The circumstances that led to Steve Deever's imprisonment. 05
OR
- Q-1 (A)** What were the hurdles in the way of a marriage of Chris and Annie and how were these hurdles removed? 10
(B) Write a short note on: Larry's letter to Annie 05
- Q-2 (A)** Write a detailed note on 'Order' as an Objective of communication. 08
(B) Write short notes on: 07
 1. The Body of a business letter
 2. Heading of a business letter
OR
- Q-2 (A)** Explain Internet and E-mail as modern forms of Communicating in detail. 08
(B) Write short notes on: 07
 1. Clarity in a business letter
 2. Courtesy in a business letter
- Q-3** As a retailer, you are interested in variety of sports goods manufactured by Anand Sports Stores, Anand. On behalf of Surya Sports, Jamnagar, draft a letter of inquiry to Anand Sports Stores, Anand, about the prices, terms and conditions. 15
OR
- Q-3** Roshni Sun Glasses, Rajkot, have received an inquiry letter from New Generation Sun Glasses. Draft a reply from Roshni Sun Glasses, Rajkot, stating terms and conditions on which the company would like to supply them sun glasses. Enclose catalogue and latest price list with the reply. 15
- Q-4** Radhe Sports House, Vidyanagar had placed order for 25 dozens 'Sachin' cricket bats for the local cricket tournament. In spite of their specific instructions to supply the goods within the stipulated period, they did not receive the goods in time. Write a letter from Radhe Sports House cancelling the order. 15
OR
- Q-4** Prithvi Water World, Mumbai, have received a large order for Prithvi water filters. They are not in a position to execute the order fully but they can execute the order partially. Draft the letter on behalf of Prithvi Water World informing the customer about it. 15