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SARDAR PATEL UNIVERSITY

F Y. B.B.A (ISM)

2nd SEMESTER EXAMINATION

Communication skills for mgt -II (UM02FBBS01/04)

Time :2.30 pm to 4.30 pm
6th APRIL 2015

Total Marks :60

- Q.1 A Attempt the following question 10
1. What were the circumstances under which Joe Keller feels compelled to commit suicide?
- B Write a short note on Joe Keller 5
- OR**
- Q.1 A What are the hurdles in the way of the marriage of Chris and Ann and how are these hurdles removed? 10
- B Write a short note on Chris Keller 5
- Q.2 A Explain any three objectives of an effective communication. 10
- B Write a short note on : Fax 5
- OR**
- Q.2 A Write notes on following: 15
(1) Video conferencing (2) internet (3) "You Attitude"
- Q.3 A Write a letter of inquiry to the Bombay printing works, Vapi, asking for the information regarding the price of their greeting cards. 8
- B As the proprietors of forever living products – India, New Delhi, Write a letter to the sales manager of Etosha pan (INDIA) Pvt. Ltd, Jaipur, placing an order of wide variety of cosmetics and toiletries. Also mention in your letter the need of prompt delivery and higher trade discount. 7
- OR**
- Q.3 A You are an interior designer who wants to buy Kajaria ceramics tiles for office flooring. Draft a letter of inquiry to Kajaria Tiles company Ltd, Ahmedabad, asking for catalogue, Price list, colour and sizes of tiles. 8
- B With reference to an advertisement in "The Industrial Times", Write a letter to Bombay garments Ltd, GIDC, Vallabh Udhyanagar, inquiring about the prices, terms of sale and catalogue. 7
- Q.4 A Place an order for 500 Pairs of Reebok shoes which you reserve the right to reject if delivered after more than 5 days of the date of order. State that they are to be sent by parcel post. 8
- B Rupal book stores, vidyanagar has received a letter from pithawala school, surat inquiring about story books for students of primary level, price-list, terms and conditions. Draft a suitable reply. 7
- OR**
- Q.4 A You have placed an order for hand print dress material. But it has been found that the order has been placed by mistake. In fact you have sufficient stock. Draft a letter cancelling the order. 8
- B Due to a sudden strike of transport workers of pune, you find it impossible to execute an order from an overseas buyer. Write an appropriate letter stating the time when you expect to ship the goods. 7

ALL THE BEST