

SEAT No. _____

SARDAR PATEL UNIVERSITY
BBA (GEN) II SEM EXAMINATION
MONDAY, 26th MARCH 2018

NO. OF PRINTED PAGES : 1

[92/A26]

UM02FBBA04: Communication Skills for Management-II

2:00 PM to 4:00 PM

Marks: 60

- Q-1 A Describe the end of the play All My Sons (10)
B Write a note George Dever. (05)

OR

- Q-1 A Describe Chris Keller as a son and a citizen. (10)
B Write a note on Joe Keller. (05)

- Q-2 A Explain the objectives of communication. (10)
B Write a note on Inside Address. (05)

OR

- Q-2 A Write notes on the following: (15)
1 Internet (2) E-mail (3) Video Conferencing

- Q-3 A Draft an enquiry letter asking for the latest catalogue, price list and time of delivery of lemon and dinner sets to Simran Industries, MIDC, Surat. (07)
B Draft a reply to an enquiry made by Shruti Collections, M.G.Road, Mysore for woman ethnic wear and the term of payment, price and time of delivery. (08)

OR

- Q-3 A Draft a reply on behalf of Rima Appliances, GIDC, Rajkot for the inquiry made for their Water Filter and other terms and conditions. (07)
B Draft an enquiry letter made by Rishi Collection, S.G. Road, Agra for the latest catalogue and a firm offer of your company's kid's collection. (08)

- Q-4 A Draft a letter placing an order for 40 VIP office executive bags of Rs 1200 each and 25 Hand bags of Rs 450 each at 10% discount to VIP Industries, KIDC, Bangalore. You Reserve the right to reject the order if received after 15 days from the date of order. (08)
B Roshan Industries, GIDC, Makarpura, Vadodara manufacturer of Microwave, have received the large order for 'Tina' brand Microwave from a wholesaler. They are not in a position to fulfil the order. Draft the letter on behalf of the manufacturer, persuading the wholesaler to accept as a substitute, the 'Nisha' Microwave which is as good as the 'Tina' brand Microwave. (07)

OR

- Q-4 A Décor Furniture, R.C Dutt Road, Vadodara, have received a large order for their furniture to be supplied within 20 days. They are not in a position to deliver the order within the stated time. Draft a letter asking for an extension of delivery period. (07)
B You have placed an order for silk dress materials. But it has been found that the order has been placed by mistake by our clerck. In fact you have sufficient stock. Draft a letter cancelling the order (08)

- X -

(1)