

SARDAR PATEL UNIVERSITY  
 [93] BBA(IB) SEMESTER II EXAMINATION 2018  
 SUBJECT: Communication Skills for International Business-II  
 SUBJECT CODE: UM02FBBB01

DATE: 26/03/2018

TIME: 02:00P.M. TO 04:P.M

- Note:** 1. Figures to the right indicate full marks to the questions concerned  
 2. Your answers must be precise  
 3. Maximum marks 60

- Q.1 Explain with examples all the regular parts of the business letter. 15  
 (OR)
- Q.1 Describe the effective qualities of a business letter. 15
- Q.2 Draft a letter to Ajay Book Store, Vadodara, inquiring about the prices, catalogues and various other business terms for the sale of books. 15  
 (OR)
- Q.2 In response to an inquiry from Vijay Mobile Sales for the supply of latest mobiles, draft a reply as from Delight Computers, Ahmedabad, furnishing all the necessary business details. 15
- Q.3 Place an order for Laptops with Modern Computer Sales, Mumbai, giving the details of prices and other trade terms. 15  
 (OR)
- Q.3 Chandan Cloth Store, Mumbai, has placed an order for Cloth that is out of stock. Draft a reply to this letter expressing your inability to execute the order and offering a proper substitute. 15  
 (OR)
- Q.4 Draft a letter of inquiry to Tokyo Handicraft Store, inquiring about the latest arrivals, their prices and terms of sale by air transport. 15  
 (OR)
- Q.4 Draft a letter of reply to Standard Watch Company, New York, giving them the detailed dispatch instructions by sea. 15