

SEAT No. _____

No. of Printed Pages : 1

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SARDAR PATEL UNIVERSITY
BBA (ITM) (SEM-II) (NC) (CBCS) EXAMINATION (2011)
2018

26 March, Monday
02:00 pm to 04:00 pm

UM02FBB104- Communication Skills for Management-II

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

Marks: 60

- Q-1(A) What were the circumstances under which Joe Keller feels compelled to commit suicide? 10
(B) Sketch the character of Steve Deever 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 brief 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 brief notes on: 07
1. The Body of a business letter
 2. Complimentary Close in a business letter
- OR
- Q-2(A) Explain Internet and E-mail as modern forms of communicating. Support your arguments with relevant examples. 08
(B) Write brief notes on; 07
1. Correctness in a business letter
 2. Courtesy in a business letter
- Q-3 As the Purchase Manager of Messrs. Adarsh Associates, Hyderabad, dealing in plastic items, write a letter to Prithvi & Sons Ltd., inquiring about the prices, terms and conditions on which company supplies the items. 15
- OR
- Q-3 Pooja Sun Glasses, Mumbai, have received an inquiry letter from New Generation Sun Glasses. Draft a reply from Pooja Sun Glasses, Mumbai, 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 Mahanayak Stores, Noida are very much impressed by the quotation of 'Mahanayak Ball Pens' offered by Vidhyarthi Pens, V V Nagar. On their behalf draft the letter placing the order with Vidhyarthi Pens, V V Nagar. 15
- OR
- Q-4 Rathod Corporation, Bhavnagar had placed a large order for calculators with Upadhyay Corporation, Baroda. the order has not been executed within the given time. Write a letter on behalf of Rathod Corporation cancelling the order. 15

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