

SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY

VALLABH VIDYANAGAR

BBA(ISM) - Semester – I EXAMINATION

Monday, 26th March, 2018

UM02FBBS04: Communication Skills for Management - II

Time- 02:00 PM to 04:00 PM

Total Marks -60

Instruction: 1. Figures to the right indicates full marks.

2. Keep your answer precise and to the point

- Q – 1 [A]: Discuss Kate Keller as mother not ready to accept the death of Larry Keller. **10**
Q – 1 [B]: Write detailed note on the factory scene in which the defective cylinder heads were dispatched. **05**

OR

- Q – 1 [A]: Describe the love story of Larry & Ann. **08**
Q – 1 [B]: Discuss the symbolic significance of the broken tree in the opening of the play. **07**

- Q – 2[A]: Write short notes **08**
1) Internet 2) Information as an objective of communication

- Q – 2 [B]: Write short notes **07**
1) Conciseness 2) You attitude

OR

- Q – 2 [A]: Write short notes **08**
1) Video Conferencing
2) Order as an objective of communication

- Q – 2 [B]: Write short notes **07**
1) Courtesy as lubricant oil to the wheels of 'Business Letter'.
2) Heading Address

- Q– 3: On behalf of Trimurti Association, Ahmedabad writes an inquiry letter to Comfy Furniture Ltd., Anand. Inquiring for catalogue and price list of latest wooden & Steel furniture for new office. **15**

OR

- Q– 3: Yogi Electronics, Station Road, Mumbai have received an inquiry letter for the supply 50 desktop computers from TechCybercafé, Anand. Write your reply clearly stating discount, credit, terms of sale and payment. Especially you mention in your reply that because of this bulk order they will provide free maintenance services for two years. **15**

- Q– 4: Draft an order letter to the 'Gujarat Steel Co., Ltd.,' Near City Mall, Vadodara to order various steel materials for sale. Ask for the best quality of steel materials and easy mode of payment. **15**

OR

- Q– 4: Navyug Garments Ltd. Have received a bulk order for school uniform from Jalaram School, Anand. Due to shortage of raw material Navyug Garments Ltd. wants some extension of time for the delivery of school uniforms. Draft an appropriate request letter for the extension of time. **15**

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