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SARDAR PATEL UNIVERSITY
FYBBA - ITM EXAMINATION
(SEMESTER - II)
2011

Thursday 21st April
4:00 p. m. to 6:00 p. m.

(UM02BBI 02) Communication Skills-II

Marks: 60

Q-1 A Rewrite the sentence selecting the right choice from the given bracket. 05

- 1 All facts, figures, statements, quotations etc must be mentioned _____
(accuracy, tact)
- 2 Motivation _____ the behavior towards the attainment of desired goal.
(channelizes, distracts)
- 3 The language of a business letter should be _____.(unfamiliar , familiar)
- 4 The first page of letter should be typed on _____. (letter head, front page)
- 5 The full form of C. O. D is _____.(cash on order, cash on delivery)

B Describe modern ways of communication. 07

C Write a short note: salutation 03

OR

Q-1 A Rewrite the sentence selecting the right choice from the given bracket 05

- 1 Persuasion needs _____ on your part. (contradiction, conviction)
- 2 The first page of letter should be typed on _____. (letter head, front page)
- 3 _____ implies that we seek favours politely and express our gratitude for the favours done to us. (conciseness, courtesy)
- 4 The full form of F.O.R is _____(free on route, free on rail)
- 5 When old employees are given a course of instruction is called _____.
(training, reorientation)

B Describe two objectives of communication in detail. 07

C Write a short note : Letter Head 03

Q-2 A Draft a letter of inquiry with reference to the advertisement in 'Business Times' to Binoy industries, Goa, to provide you their latest catalogue about tools and watering equipment. 08

- B** Draft a letter of reply to the enquiry made by Reliance Industries , Bangalore 07 regarding the Price list and catalogue of your company

OR

- Q-2 A** Draft a letter of inquiry on behalf of Raj Agencies to Roy Furnishers Mumbai, 08 asking for quotation of prices, mode of payment and credit facilities for their steel furniture for homes and offices
- B** Draft a letter of reply on behalf of Roshan industries, MIDC, Navi Mumbai to the inquiry made by Rehan industries , GIDC, Vapi for the catalogue of your company. Also state your sales terms. 07

- Q-3 A** Draft a letter placing an order for cotton shirts, to Mayur Textiles, GIDC, Surat. 08 Mention to them that you reserve the right to reject if delivered after more than 10 days from the date of order and also state them to send it by parcel post.
- B** Draft a letter on behalf of Anupam industries, GIDC, Vatva, Ahemdabad for the delay of order for plastic containers due to many orders in hand 07

OR

- Q-3 A** Draft a letter placing an order for ladies designer watches with a condition of 08 rejecting an order if not received in 15 days from the date of placing the order
- B** Draft a letter acknowledging the order you have received from Seasons Boutique, 07 for varieties of men's and women's dresses. Mention the time, mode of delivery and payment.

- Q-4 A** Draft a letter to your supplier complaining about the goods received in damaged 08 condition emphasizing the need for greater care in filling the orders.
- B** The customer has complained that the 14 cases that you have sent are not filled 07 as per the order and has asked for its quick replacement. Draft a suitable reply.

OR

- Q-4 A** Draft a letter complaining your supplier Jaaico Textile , Chennai pointing out the 08 poor quality of cloth material sent to you , which has caused loss to you. Ask for the compensation of the loss.
- B** Draft a letter on behalf of an export firm in Mumbai to MInal Silk Mills, Surat, 07 complaining that the silk sarees sent by them do not match in colours and designs to the samples selected by you. Holding the consignment at your disposal, ask for immediate replacement in view of your urgent export commitments.

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