

SARDAR PATEL UNIVERSITY
F.Y. B.B.A. (II Semester) EXAMINATION
Wednesday, 11th April 2012
11.00 am to 1.00 pm

UM02FBBF01 : COMMUNICATION SKILLS FOR INTERNATIONAL BUSINESS-II

Total Marks: 60

Note :

1. Answer of all the questions should be written in the provided answer book only.
2. Figure to the right indicate full marks to the questions concerned.
3. Your answer must be precise.

Q.1

- (a) Write short note on : (10)
 'You' attitude and courtesy as essential parts of a business letter.
- (b) Fill in the blanks using appropriate word from the bracket : (05)
1. A letter must be _____ in every aspect. (couscous / correct)
 2. The tone of every letter must be _____ to the occasion.
(Simple / appropriate)
 3. Consciseness and clarity are closely _____. (Separated / related)
 4. Long sentences _____ the reader. (clear / confuse)
 5. A courteous letter has the best chance of getting a _____.
(favourable / unfavourable)

OR

Q.1

- (a) Write short note on: (10)
 The essential qualities of an effective business letter.
- (b) Answer the following question in brief: (05)
1. What is an enclosure ?
 2. Where is the place of signature in a business letter ?
 3. Which are the regular parts of a business letter ?
 4. What is jargon ?
 5. What do you mean by vague and concrete expressions ?

Q.2

- (a) Draft a letter to Vikas Books store, Station road, Baroda, inquiring about the late of catalogue of books and conditions attached with it. (15)
- (b) In response to an inquiry for the purchase of stationery., draft a reply on behalf of Vidhyarthi Book shop, Gandhi Road, Ahmedabad, giving necessary details of prices, discounts, terms and conditions.

OR

Q.2 (15)
(a) In response to an enquiry for the purchase of latest laptops. draft a reply on behalf of comfy computers. Nehru road, Baroda, furnishing necessary details of trade terms.

(b) As from soft furniture shop, Sardar Road, Nadiad, draft a letter inquiring about the prices of wooden furniture, concession, mode of payment and credit facilities.

Q.3 (15)
(a) Draft a letter to Titan watches shop, Bangalore, placing an urgent order with them for latest wrist watches. Draw their attention to the need for prompt delivery.

(b) Roman furniture store, Anand has delayed the delivery of wooden sheets by Six weeks from the date of order. Draft a letter pointing out the delay and specifying a new date to get the goods.

Q.4 Draft a letter to Canada Airways. Inquiring about the air freight rates for the goods to be sent from London to Switzerland. (15)

OR

Q.4 In response to the inquiry for the purchase of latest mobiles and laptops from Japan, draft a reply on behalf of forwarding agent giving the necessary details of freight charges, Air way bill fee, insurance etc. (15)
