

SARDAR PATEL UNIVERSITY
F.Y.B.B.A (F.T.) (Second Semester)(NC) EXAMINATION
2012
Wednesday, 11th April
11.00 a.m. to 1.00 p.m.

COMMUNICATION SKILLS FOR INTERNATIONAL BUSINESS
UM02FBBF01 : PAPER - II

Total Marks : 60

Q.1

- (A) Discuss the regular parts of a formal business letter with suitable examples. (07)
 (B) Write short notes on the following: [08]
 1) Importance of courtesy and correctness in a business letter.
 2) 'You' attitude.

OR

Q.1

- (A) Write a detailed note on the occasional parts of a business letter. [07]
 (B) Write short notes on the following: [08]
 1) Importance of clarity and conciseness in a business letter.
 2) Business Jargon.

Q.2

- (A) A reputed commerce college of Ahmedabad wish to buy latest books in accountancy and marketing from Oxford University Press, Mumbai. Draft a letter of inquiry on behalf the college asking for catalogue, price list, mode of payment and other details to the Business Manager, Oxford University Press. [08]
 (B) In reply to on inquiry from Shah Sales, Station Road, Anand submit competitive terms and conditions for split air conditioners. [07]

OR

Q.2

- (A) Provogue Fashion, Mumbai have received a letter of inquiry from Collegian Fashions, Anand asking for the prices of readymade garments. Draft a suitable reply to the letter. [08]
 (B) As a dealer in leather goods you require a large supply of goods. Write a letter of inquiry to your suppliers for competitive prices, terms and the time of delivery. [07]

Q.3

- (A) Draft a letter on behalf of Amin Sales Corporation, Surat placing an order for 'Reviva' water purifiers with Eureka Forbes, Mumbai. [08]
 (B) A reputed stores in silk sarees complain to the suppliers about the defective sarees received by them in the last consignment. Reproduce the complain. [07]

OR

- Q.3
- (A) Bajaj Home Appliances Company, Mumbai have received a large order for water coolers to be supplied within 10 days. They are unable to supply them within the stated period owing to labour problem. Draft a letter asking for an extension of delivery period. [08]
- (B) Patel General Store have complained to the purchase Manager, Morbi that some of the crockery sets, they have received are damaged. Draft a suitable letter of adjustment. [07]
- Q.4 Draft a letter to Air India inquiring about the air freight rates for the goods to be sent from Mumbai to London. [15]
- OR**
- Q.4 On behalf of Ahmedabad Chemical Company Ltd, draft a letter to the premier Chemical Company, London, placing an order for specially Chemicals giving suitable instructions regarding packing, payment, shipment etc. [15]

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