

SARDAR PATEL UNIVERSITY
F. Y. BBA. (ISM) (II SEM.) (CBCS) EXAMINATION
Wednesday, 11th April 2012
11.00 am - 1.00 pm
UM02FBBS01 - Communication Skills - II

Total Marks: 60

Q.1

- (A) Discuss any five regular parts of Business Letter. [08]
 (B) Examine any four qualities of Business Letter. [07]

OR

Q.1

- (A) What are the occasional parts of Business Letter? - Examine any four of them. [08]
 (B) Write a note on the "You" attitude in Business Letter. [07]

Q.2

- (A) As a dealer in leather goods, you required a large supply of goods. Write a letter of inquiry to your suppliers for competitive prices and terms of payment. [08]
 (B) In response to an inquiry from "Regon Electricals", Rajasthan, send quotation for electrical goods. [07]

OR

Q.2

- (A) "Titan World", V.V. Nagar, is interested in purchasing a variety on watches of clocks from "Raga Palace of Bombay". Draft the letter of inquiry. [08]
 (B) You have received a letter of inquiry for plastic toys of different varieties you sell. Write a reply sending your terms and quotations. [07]

Q.3

- (A) You are placing an order for the first time with Sonu Industries, Baroda, for some items of crockery, Draft the letter of order giving all necessary instruction. [08]
 (B) Draft a letter cancelling your order for ready-made garments as your suppliers have not sent the goods in time. [07]

OR

Q.3

- (A) Place an order for L. G. table-fans for your new office and insists on delivery before 18th May 2012. [08]
 (B) Unexpected labour trouble prevents you from executing a large order of certain goods. Write a letter to your customer explaining your inability to execute the order at least for a month. [07]

Q.4

- (A) One of your customers has complained that the curtains supplied to him are of inferior quality and not in accordance with the samples shown to him. Draft a letter to the suppliers. [08]
 (B) Write a suitable letter to the customer who has complained of discourteous treatment from one of the salesgirls. [07]

OR

Q.4

- (A) You have received a consignment of orange from 'Juicy Fruit Suppliers', Pune. Write a letter complaining of shortage in weight and ask for adjustment. [08]
 (B) You have received a letter from one of your customers complaining of late delivery of goods. Draft a suitable reply. [07]
