

SARDAR PATEL UNIVERSITY
BBA (FT) (II Sem.) Examination
Monday, 15th April 2013
11 am - 1 pm

UM02FBBF01 – Communication Skills for International Business II

Total Marks: 60

- Note:** (1) Figures to the right indicate full marks to the questions concerned.
(2) Your answer must be precise.

Q.1

- (a) Write short note on: [10]
Courtesy and clarity as an essential qualities of an effective business letter.
- (b) Answer in brief. [05]
1. How is a business letter different from other forms of the letter?
 2. What is 'You' attitude in business letter?
 3. Which are the different parts of a business letter?
 4. What is the meaning of Enclosures?
 5. How far time factor is important in sending messages?

OR

Q.1

- (a) Write short note on: [10]
1. Date
 2. Heading
- (b) Answer in brief: [05]
1. What is the difference between concrete and abstract expressions?
 2. What is jargon?
 3. Why is it said that any business letter is the image of the business?
 4. Why courtesy is important in business letter?
 5. What is the meaning of clarity?

- Q.2 Draft a letter to Vijay Computers Store, Nehru Road, Ahmedabad, [15]
inquiring about the new quality of computers and laptops.

OR

- Q.2 In response to an inquiry for the purchase of latest mobiles, draft a [15]
reply on behalf of Narayan Sales, Opposite M.S. University, Baroda.

- Q.3 Draft a letter to Vijay Stationery Shop, Station Road, Anand drawing [15]
their attention to the goods received in damaged condition and asking for the quick replacement.

OR

- Q.3 Modern Books Store, Anand has delayed the delivery of books by [15]
four weeks from the date of order. Draft a letter pointing out the delay and clarifying a new date to get the goods.

- Q.4 Draft a letter to British Airways, inquiring about the air freight rates [15]
for the goods to be sent from Australia to Canada.

OR

- Q.4 In response to the inquiry for the purchase of latest kind of furniture [15]
from America, draft a reply on behalf of forwarding agent giving the

details of freight charges, airways bill fee, insurance etc.

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