

SARDAR PATEL UNIVERSITY
BBA (ISM) (II Sem.) Examination
Monday, 15th April 2013
11 am - 1 pm
UM02FBBS01 – Communication Skills II

Total Marks: 60

Note: Figures to the right indicate full marks.

Q.1

- (A) Explain the importance of Business letters in the modern age. [08]
 (B) What are the essentials of good business letters? [07]

OR

Q.1

- (A) Write a short note on 'Clarity in a business letter'. [08]
 (B) Write a short note on 'Preciseness in a business letter'. [07]

Q.2

- (A) Draft an inquiry letter to Tarika Sari Pvt. Ltd., Surat, asking for a copy of their latest catalogue for cotton and shifon saris. Also ask for best trade terms. [08]
 (B) As a dealer you have received a letter of inquiry for sports shoes of different colours and sizes. Write a reply sending your terms and conditions. [07]

OR

Q.2

- (A) 'Manan Industries', Nadiad is interested in purchasing a variety of leathers belts and Men's accessories from 'Raag Company', Ahmedabad. Draft a letter of inquiry. [08]
 (B) In response to an inquiry for various electronic items from 'Guddu Electronics', Anand, send quotations for electronic items. [07]

Q.3

- (A) 'Keith Designers', Bombay is placing an order for the first time with 'Parul Designers', Anand for various wedding gowns and accessories. Draft the letter of order. [08]
 (B) Draft the letter of cancelling your order for 'Kids Wear' as your suppliers have not sent the clothes in time and you had to suffer a financial loss. [07]

OR

Q.3

- (A) Geet & Company, Gandhinagar places an order for indoor games in all varieties and insists on delivery before 30th April. Draft the letter. [08]
 (B) 'Akshra Cosmetics', Vallabh Vidyanagar, receives an order from 'Manali Boutique', Nadiad for Women's Makeup Materials. Write a reply. [07]

Q.4

- (A) One of your customers has complained that the curtains supplied to him are of inferior quality. Draft a letter to the supplier. [08]
- (B) Mr. Nirav Mehta complains to the retailer about the LED TV he has received in damaged condition. Write a letter on his behalf expressing his disappointment and asking for quick replacement. [07]

OR

Q.4

- (A) Write a letter of complaint on behalf of 'Saumya Stores', Gatal to 'Batu & Company', Bhadran, complaining about the shortage in weight in the consignment of fruits. [08]
- (B) 'Nirja Infotech', Bakrol has received a letter from Rahul Trivedi, complaining of late delivery of goods. Draft a suitable reply. [07]

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