

SARDAR PATEL UNIVERSITY
BBA (II Semester) Examination
Monday, 17 February 2014
2.30 - 4.30 pm
UM02FBBA01 - Communication Skills - II

Total Marks: 60

- Q – 1 A** Discuss the theme of father-son relationship as treated by Arthur Miller in '*All My Sons*'. **08**
- B** Write a short note on: Kate Keller **07**
- OR**
- Q – 1 A** Comment on the ending of the play, "*All My Sons*". Do you think it to be a satisfactory ending? **08**
- B** Write a short note on: Annie Deever **07**
- Q – 2 A** Write short notes on: **08**
1. Internet as a modern way of communication
 2. Order as an objective of communication
- B** Write short notes on: **07**
1. You attitude
 2. The Body of the Letter
- OR**
- Q – 2 A** Write short notes on: **08**
1. The advantages of Videoconferencing
 2. Information as an objective of Communication
- B** Write short notes on: **07**
1. Clarity and Courtesy
 2. The Inside Address
- Q – 3 A** As the proprietor of Ambekar General Store, Bangalore, write a letter to Indian Rubber Works Ltd, Rampur, enquiring about various rainy wear manufactured by them. Also enquire about the prices, discounts and mode of payment and delivery. **08**
- B** On behalf of M/s Lal and Sons, contractors and builders, Delhi, draft a suitable reply to the Delhi Golden Golf Club for their inquiry on concreting the space for the car parking. Quote your reasonable price and trade terms. **07**

OR

- Q – 3** **A** On behalf of Ritu Watches, Ranchi, draft a letter to Hindustan Watch Co. Ltd., Mumbai asking for their latest catalogue and other trade terms. **08**
- B** You have received an inquiry for electrical goods from Jainco Electricals, Surat. As a sales manager of Bombay Electricals Ltd, Mumbai, draft a suitable reply mentioning your competitive prices, mode of payment and delivery and other terms and conditions. **07**
- Q – 4** **A** Draft a letter on behalf of M/s Devi Prasad New Delhi, placing an order to Dairy Products, Anand for 10,000 1kg tins and 5000 2kg tins of powdered milk. Remind them that they have agreed to allow 5% discount on the price quoted in the list. **08**
- B** You have received an order for 50 meters of curtain fabric. As the cloth is not in stock, you are not able to execute the order of Janta Cloth Merchant, Anand. Draft a letter requesting them to allow you more time to execute the order. **07**

OR

- Q – 4** **A** As a Purchase Officer of Sally Exporters Ltd, New Delhi, place an order with Daljeet Industries Ltd, Gurdaspur, for various smart kids' toys. Insist the delivery within a period of fifteen days or else order to be cancelled. **08**
- B** As the Marketing Manager of National Paints Co. Ltd., Gurgoan, you have received an order for various paints and varnishes from Rainbow Colors, Pune. Write a reply giving the time and mode of transport. Also mention the mode of payment you prefer. **07**

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