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SARDAR PATEL UNIVERSITY
BBA (ITM-HONOURS) (SEM - II) EXAMINATION

Monday, 17 February 2014

2.30 - 4.30 pm

UM02FBB101 - Communication Skills - II

Marks: 60

NOTE: Figures to the right indicate full marks.

- Q-1 Sketch the character of Joe Keller from your reading of 'All My Sons'. [15]
- OR
- Q-1 Write Short Notes: [15]
- [1] Opening of 'All My Sons'
- [2] Chris Keller
- Q-2 Write Short Notes: [15]
- [1] Complimentary Close
- [2] Courtesy
- [3] Persuasion
- OR
- Q-2 Write Short Notes: [15]
- [1] Salutation
- [2] Conciseness
- [3] Education
- Q-3 [A] With reference to an advertisement in 'Times of India', write a letter to Shah Aluminium Company Ltd., Near Ashram Road, Ahmedabad inquiring prices and terms of Sales for Steel furniture. [08]
- Q-3 [B] In response to an inquiry for the purchase of 'Home furniture', draft a reply on behalf of Regal Furniture Company Ltd., Near Amul Dairy Road, Anand giving necessary details of Price list and catalogue. [07]
- OR
- Q-3 [A] Mehta Electricals, Near Ashram Road, Ahmedabad have received quotations for electrical goods from Bombay Electricals, Matunga, Mumbai, but Mehta Electricals find that Bombay Electicals' terms of 7% trade discount and 30 days' credit are not competitive compared to quotations from others. So write a letter asking them to offer better terms. [08]

- Q-3 [B]** Indian Rubber Works Ltd., Industrial Estate, Uttar Pradesh has received a letter from Parimal General Stores, K G Circle, Bangaluru enquiring about price and time of delivery of Raincoats, Overcoats and Gumboots. So draft a suitable reply letter on behalf of Indian Rubber Works Ltd. **[07]**
- Q-4 [A]** Messrs. Patel Bros., Near Nehru Hall, Vadodara wish to place an order with National Paints Co. Ltd., Near Gandhi Ashram, Ahmedabad for few types of paints, varnish and mixers. Prepare an order mentioning that tins should be sent by passenger train to station where they will collect them. Mention also the method of payment. **[08]**
- Q-4 [B]** Apexa Fabrics, Near Ajanta Complex, Ahmedabad has received an order for 50 metres of curtain fabric. As cloth is not in stock, Apexa Fabrics requests the customer to allow them more time for execution of the order or to accept a substitute. Draft a letter. **[07]**
- OR**
- Q-4 [A]** You have received quotations from New Mills Ltd., New Delhi for high grade woolen suitings. While placing the order make it a point to ask them to accept the order only if they are prepared to reduce the price by 12% since equally good suitings of other companies are available in the market at more favourable prices. **[08]**
- Q-4 [B]** You are the Sales correspondent for Nimisha Silk Centre, Hyderabad. You have received an order from Mrs Sandhya Shah of Kolkata for one silk saree of Bharti Mark in blue colour of Rs. 3,000. However, the order does not specify the exact type of colour and design nor does it say whether she needs a saree with or without pallu. Acknowledge the order, enclose a folder describing various types of colours and designs and ask for the additional information you need to fill the order promptly. Draft a letter.

ALL THE BEST