

(18) SARDAR PATEL UNIVERSITY F Y. B.B.A (ISM) 2nd SEMESTER EXAMINATION Communication skills for mgt -II (UM02FBBS01) Monday, 17 February 2014 Total Marks :60 2.30 - 4.30 pm			
Q.1	A	Attempt the following question 1. What were the circumstances under which Joe Keller feels compelled to commit suicide?	10
	B	Write a short note on Joe Keller	5
OR			
Q.1	A	What are the hurdles in the way of the marriage of Chris and Ann and how are these hurdles removed?	10
	B	Write a short note on Chris Keller	5
OR			
Q.2	A	Explain fundamentals quality of a good business letter	10
	B	Write a short note on "You Attitude"	5
OR			
Q.2	A	Occasional parts are the essential qualities of an effective business letter, explain in brief	10
	B	Write a short note on salutation	5
OR			
Q.3	A	Write a letter of inquiry to the Bombay printing works, Vapi, asking for the information regarding the price of their greeting cards.	8
	B	As the proprietors of forever living products – India, New Delhi, Write a letter to the sales manager of Etosha pan (INDIA) Pvt. Ltd, Jaipur, placing an order of wide variety of cosmetics and toiletries. Also mention in your letter the need of prompt delivery and higher trade discount.	7
OR			
Q.3	A	You are an interior designer who wants to buy Kajaria ceramics tiles for office flooring. Draft a letter of inquiry to Kajaria Tiles company Ltd, Ahmedabad, asking for catalogue, Price list, colour and sizes of tiles.	8
	B	With reference to an advertisement in "The Industrial Times", Write a letter to Bombay garments Ltd, GIDC, Vallabh Udhyanagar, inquiring about the prices, terms of sale and catalogue.	7
Q.4	A	Laxmi carpets ltd. Have received a letter of inquiry from Patel brothers for carpets. Draft a suitable reply.	8
	B	.popular book stores, Ahmadabad has received a letter from pithawala school, surat inquiring about story books for students of primary level, price-list, terms and conditions. Draft a suitable reply.	7
OR			
Q.4	A	You have received an order from Dress land, Belgaum, for different varieties of men's and women's dresses. Write a reply giving the time and mode of shipment. Also mention the mode of payment you prefer.	8
	B	Due to a sudden strike of transport workers of pune, you find it impossible to execute an order from an overseas buyer. Write an appropriate letter stating the time when you expect to ship the goods.	7
ALL THE BEST			