

SARDAR PATEL UNIVERSITY
BBA- ITM EXAMINATION – Semester - II
2019

Tuesday, 2nd April
 02:00 p. m to 04: 00 p m

UM02ABBI21 – Communication Skills for Management - II

Total Marks: 60

- Q-1 A What were the circumstances that led to Steve Deever's imprisonment in Arthur Miller's play 'All My Sons'. **10**
- B Write a short note on: Character of Chris Keller **05**
- OR**
- Q-1 A Relate briefly the circumstances under which Joe Keller feels compelled to commit suicide **10**
- B Write a short note on: Character of Ann Deever **05**
- Q-2 A Write a detailed notes on: **08**
1. Information as objective of Communication.
 2. Internet
- B Write a short notes on: **07**
1. 'Heading, Date & Reference
 2. Correctness and Clarity
- OR**
- Q-2 A Write a notes on: **08**
1. Orders
 2. E-mail
- B Write a short notes on: **07**
1. Body of the business letter.
 2. Conciseness and Completeness
- Q-3 As the proprietor of Kashthi Furniture, Anand, write a letter to Woodcraft Co. Ltd., Mumbai, asking for quotation of prices for variety of wooden furniture. Enquire also about the mode of payment and transport. **15**
- OR**
- Q-3 You are the Sales Manager of Kamdhenu Textile Mills Ltd., Surat. Draft a reply to an enquiry letter you received from Mahavir Cloth Store, Vadodara, furnishing quotations for a wide range of your readymade clothes. **15**
- Q-4 On behalf of Malini Plastic Store, Anand, place an order with Golden Plastics Co. Ltd. Ahmedabad for variety of plastic material. **15**
- OR**
- Q-4 As a sales manager of ZenTen Electronics Co. Ltd., New Delhi, write a letter to Sahjanand Electronics, Anand replying that the order they placed for variety of electronic goods has been dispatched. **15**