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SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY
BBA (ISM) II Semester Examination
Communication Skills for Management II UM02ABBS21
Tuesday, 2nd April 2019
02:00 PM to 04:00 PM

Total Marks: 60

Note: Figures to the right indicates full marks:

- Que. 1 a). Examine in detail the Opening of the play All My Sons. (10)
- Que. 1 b). Write a note on the character of Chris Keller. (05)
- Or
- Que. 1 a). Discuss the suicide of Joe Keller and the final comment of Kate Keller with reference to the play All My Sons. (10)
- Que. 1 b). Write a note on character of Ann Deever. (05)
- Que. 2 Write notes on the following: (15)
- 1). You Attitude, 2). Correctness, 3). Internet
- Or
- Que. 2 Write notes on the following: (15)
- 1). Body of Letter, 2). E mail
- 3). Information as an objective of communication
- Que. 3 a). As a dealer in Chairs, write a letter to Royal Furniture, Surat , asking for prices of the newly manufactured chairs and terms of business. (08)
- Que. 3 b). You have received a letter of inquiry from Messrs. Patel Bros, Rajkot, for your Trolley Bags. Send in reply your latest price list. In your letter, offer a discount of 10% on an order for at least 50 sets of trolley bags. (07)
- Or
- Que. 3 a). Draft a letter of inquiry to Shreyansh Cosmetics, Mumbai about the credit and time of delivery for all kinds of cosmetics they supply. (08)
- Que. 3 b). Flora Fashions, Patan has requested for competitive quotations and a generous discount on Cotton Shirts. Draft a suitable reply. (07)
- Que. 4 a). As a retailer, draft a letter to Diya Store, Anand, placing an urgent order with them for Umbrella and Raincoats for the forthcoming rainy season. Draw their attention to the need for prompt delivery. (08)
- Que. 4 b). You are the wholesaler in Stationery items, and have received an order for 20 gross UB notebooks. You do not have them in stock but you can supply another variety of notebooks which are also good. Write a letter regretting your inability to supply the notebooks your customer wants and inducing him to buy the ones you can supply. (07)
- Or
- Que. 4 a). After placing an order, the retailer of shoes finds that the stock of the goods is adequate. Write a letter on behalf of the retailer cancelling the order. (08)
- Que. 4 b). You have received an order for LED bubs from Anjali Electronics, Vadodara, but owing to some unavoidable circumstances you are unable to execute the order within the specified time limit. Write a letter to you customer asking for an extension of time to execute the order. (07)

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