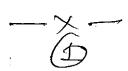
SARDAR PATEL UNIVERSITY

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 Kelle	r 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	or 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 the contract of the send of the contract of th	ınt of 10% on an
order for at least 50 sets of trolley bags.	(07)
Or One 2 a) Dueft - Letter City of the Company of t	
Que. 3 a). Draft a letter of inquiry to Shreyansh Cosmetics, Mumbai about the credeling of the control of the c	edit 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 g	
discount on Cotton Shirts. Draft a suitable reply.	(07)
One 4 a) As a retailer droft a latter to Diese Steam Annual 1	
Que. 4 a). As a retailer, draft a letter to Diya Store, Anand, placing an urgent order.	er with them for
Umbrella and Raincoats for the forthcoming rainy season. Draw their a need for prompt delivery.	
Que. 4 b). You are the wholesaler in Stationery items, and have received an order	(08)
IIB notehooks. You do not have them in stock but way are small and	for 20 gross
UB notebooks. You do not have them in stock but you can supply anotebooks which are also good. Write a letter recretting your in billion	iner 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 g	roods is
adequate. Write a letter on behalf of the retailer cancelling the order.	
Que. 4 b). You have received an order for LED bubs from Anjali Electronics, Va-	(08)
owing to some unavoidable circumstances you are unable to execute the	aouara, put
the specified time limit. Write a letter to you customer asking for an ex	stongion of time
to execute the order	Alchsion of time



(07)

to execute the order.