

[105/A-29]

SEAT No. \_\_\_\_\_

No. of Printed Pages : 1

**SARDAR PATEL UNIVERSITY**  
**BBA (Gen) II Semester Examination**  
**Monday, 25<sup>th</sup> March, 2019**  
**02:00PM to 04:00PM**  
**UM02FBBA04 Communication Skills for Management II**

Total Marks: 60

Note: Figures to the right indicates full marks:

- Q. 1 A) Discuss in details the major events of opening of the play, *All My Sons* by Arthur Miller. 10  
B) Write a short note on father son relation with reference to Joe, Chris and Joe. 05  
OR
- Q.1 A) Examine the revelation of the Larry's final letter and the end of the play, *All My Sons* by Arthur Miller. 10  
B) Draw the character sketch of Joe Keller. 05
- Q.2 A) Explain in brief information, knowledge and advice as objectives of Business Communication. 08  
B) Write a note on occasional parts of Business letter. 07  
OR
- Q.2 A) Write a Brief note on Internet and E-mail as modern forms of communication. 08  
B) Write a note on essential of effective business letter. 07
- Q.3 A) You wish to buy journals, novels and reference books from James Bookstore, Ahmadabad. Write a letter of inquiry. 08  
Q.3 B) You have received a letter of inquiry from Mahavir Stationery, Rajkot about the credit on their small order and mode of transpiration for stationery. Draft a suitable reply. 07  
OR
- Q.3 A) On behalf of Mehta & Sons, Ahmedbad draft a letter of inquiry to Shah Enterprise asking about the price and discount on Ladies Handbags. 08  
Q.3 B) You have received an inquiry from Messrs. Ramani Bros., Surat, for your GULMAHOR carpets. Send in reply your latest price-list. In your letter, offer a discount of 10% on an order for at least ten dozen carpets. 07
- Q.4 A) Place an order for Crompton air cooler for new office and insist on delivery before 25<sup>th</sup> march. 08  
Q.4 B) You have received an order for Mobile covers and Handsfree from Neo Mobiles, Nadiad, which you cannot supply in given time. Draft a suitable reply. 07  
OR
- Q.4 A) Draft a letter cancelling your order for readymade garments as your suppliers have not sent the goods in time. 08  
Q.4 B) Unexpected labour trouble prevents you from executing a large order of bed sheets and curtains. Write a letter to your customers explaining your inability to execute the order at least for a month. 07