

110

SEAT No. _____

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SARDAR PATEL UNIVERSITY

BBA (IB) SEMESTER II EXAMINATION 2019

SUBJECT: Communication Skills for International Business-II

SUBJECT CODE: UM02FBBB01

DATE: 25/03/2019, Monday

TIME: 02 PM TO 04.00 PM.

- Note:**
1. Figures to the right indicate full marks to the questions concerned
 2. Your answers must be precise
 3. Maximum marks 60

Q. 1 (a) Write a brief note on: 'You' attitude and Conciseness as essential qualities of an effective business letter. **10**

(b) Answer in brief

05

1. Explain different formats of a business letter.
2. Explain clarity in your own words.
- 3 Explain Postscript as one of the parts of a business letter.
4. Which are the most important parts of a business letter?
5. How a business letter is different?

(OR)

Q. 1 (a) Write a brief note on:

10

1. Salutation
2. Body of the letter

(b) Answer in brief:

05

1. Explain the importance of a business letter.
2. What is the difference between abstract and concrete words?
3. Explain date and heading as main parts of a business letter?
4. Why body of the letter is considered to be the heart of a business letter?
5. Which are main qualities of an effective business letter?

Q.2 Draft a letter to Vikas Publishing house, Baroda, inquiring about the printing charges of different books. **15**

(OR)

Q.2 In response to an inquiry for the purchase of latest wrist watches, draft a reply on behalf of Titan Shop, Ahmedabad. **15**

Q.3 Draft a letter to Raymond clothes Shop, Nadiad, drawing their attention to the goods received in damaged condition and asking for the quick replacement **15**

(OR)

Q.3 Lucky Computers Sales, Anand has delayed the delivery of computers by four weeks from the date of order. Draft a letter pointing out the delay and clarifying a new date to get the goods. **15**

Q.4 Draft a letter to London Airways, inquiring about the air freight rates for the goods to be sent from Canada to America. **15**

(OR)

Q.4 In response to the inquiry for the purchase of latest Laptops from Canada, draft a reply on behalf of forwarding agent giving the details of freight charges, airways bill fee, insurance etc **15**

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