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SEAT No. _____

No. of Printed pages: 01

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

Monday, 25th March

02.00 p. m to 04: 00 p m

UM02FBB104 – Communication Skills for Management - II

2.00 TO 4.00 - PM

Total Marks: 60

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- Q – 1 A What were the circumstances that led to Steve Deever's imprisonment? 10
- B Write a short note on: Joe Keller 05
- OR
- Q – 1 A Bring out the contrast between Joe Keller and Chris Keller. 10
- B Write a short note on: Ann Deever 05
- Q – 2 A Write a detailed note on Information as an Objective of Communication. 08
- B Write short notes on: 07
1. Letterhead
2. Courtesy
- OR
- Q – 2 A Discuss E-mail in detail. 08
- B Write short notes on: 07
1. Enclosures
2. The 'You' Attitude
- Q – 3 As the Sales Manager of Pramukh Hardware, Anand write a letter to Rainbow 15
Paints and Colors Co. Ltd., New Delhi, enquiring about the paints and colors
manufactured by them. Also enquire about business terms.
- OR
- Q – 3 As the Sales manager of Asian Leather Works Ltd., Pune, you have received a 15
letter from Bansri Leather Store, Surat, enquiring about the leather goods
manufactured by your company and other business terms. Draft a suitable reply.
- Q – 4 As the Purchase officer of Mahavir Cloth Store, Bharuch draft a letter to Shrishti 15
Designer Garment Pvt. Ltd., Jaipur, placing an order for a wide variety of
readymade garments for men, women and children. Also mention in your letter
the need for prompt delivery and greater discount.
- OR
- Q – 4 As the Sales Correspondent of Sahjanand Foods Private Limited, Vadodara, you 15
have received an order from Sahara Mall, Ahmedabad, for canned and processed
foods. Write a reply giving the time and mode of transport and delivery. Also
mention the mode of payment you prefer.

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