

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

No. of Printing Page 1

[95]

**SARDAR PATEL UNIVERSITY**  
**BBA (ITM) 03 YEARS (SEM - II) CBCS EXAMINATION**

2018

MONDAY, 26<sup>th</sup> MARCH

2:00 P.M. to 4:00 P.M.

MARKS: 60

UM02FBB105: COMMUNICATION SKILLS FOR MANAGEMENT – II

NOTE: Figures to the right indicate full marks.

Q-1 Do you think Joe Keller as a significant character of 'All My Sons'? Elucidate with your arguments. [15]

OR

Q-1 Write Notes on:

[A] Chris Keller [08]

[B] End of the play All My Sons [07]

Q-2 Write Notes on:

[A] Order as an Objective of Communication [08]

[B] E-mail as modern form of Communication [07]

OR

Q-2 Write Notes on:

[A] Body of the letter [08]

[B] Courtesy [07]

Q-3 With reference to an advertisement in "*The Times of India*", write a letter to Dave Aluminium Company Ltd., near Lal Baug, Vadodara enquiring about the prices and terms of sale for their steel products. [15]

OR

Q-3 In response to an inquiry for the purchase of "*Home Furniture*", draft a reply on behalf of Pandya Furniture Company Ltd., near C G Road, Ahmedabad giving necessary details of price list and catalogue. [15]

Q-4 Messrs. Patel Brothers wish to place an order with Shah Paints Company Ltd. for a few types of paints, varnish and mixers. Prepare an order for them mentioning that the tins should be sent by passenger train, carriage forward to your station, where you will collect them. Also mention the method of payment. [15]

OR

Q-4 You have received an order for 500 metres of curtain fabric. As the cloth is not in stock, you request the customer for extension of time in execution of order or to accept a substitute. Draft the letter. [15]

— X —

(1)