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SARDAR PATEL UNIVERSITY
FY BBA (FT) (II SEM.) (CBCS) EXAMINATION
2011
Thursday, 21st April
4.00 pm to 6.00 pm
Communication skills for Internation Business - I

Total Marks: 60

- Notes:**
1. Answer to all the questions (including multiple choice questions) should be written in the provided answer book only.
 2. Figures to the right indicate full marks to the question concerned.
 3. Your answer must be precise.

Q.1

- (a) Write short note on: [10]
The essential qualities of an effective business letter.
- (b) Fill in the blanks using appropriate word from the bracket: [05]
1. Business communication often leads to _____ operations.
(cheap / expensive)
 2. A reader's time is _____. (valuable / invaluable)
 3. Concrete expressions create _____ images. (visual / vague)
 4. To make a business letter effective, one must avoid the use of _____ in writing. (I's / you's)
 5. Before writing a business letter, use _____. (Empathy / Brevity)

OR

Q.1

- (a) Write short note on: [10]
1. Clarity and courtesy as essential parts of a business letter.
 2. The different parts of a business letter.
- (b) Answer the following questions in brief: [05]
1. What is jargon?
 2. What is letter foot?
 3. Which is the appropriate style of writing the date in business letter?
 4. Where is the place of signature in the business letter?
 5. Explain with examples the use of concrete and vague expressions in business communication.

Q.2

- (a) Draft a letter to Raj Books Store, Santaram road, Nadiad, inquiring about the latest catalogue of books and conditions attached with it. [15]
- (b) In response to an inquiry for the purchase of Air coolers, draft a reply on behalf of Sanket Sales, Town Hall road, Anand, giving necessary details of prices, discounts, terms and conditions.

OR

Q.2 [15]

- (a) In response to an inquiry for the purchase of Raincoats, Overcoats and Umbrellas, draft a reply on behalf of Delight Store, Nehru road, Ahmedabad, furnishing necessary details of trade terms.
- (b) As from Vivek Furniture Shop, Sardar road, Bhavnagar, draft a letter inquiring about the prices of Steel Furniture, Concession, mode of payment and credit facilities.

Q.3 [15]

- (a) Draft a letter to National Paints, C.K. Hall road, Anand, placing an order for paints, varnish and mixers. Draw their attention to prompt delivery and method of payment.
- (b) Draw a letter to Vijay Electrical Shop, Anand, drawing their attention to the goods received in damaged condition and asking for the quick replacement.

OR

Q.3 [15]

- (a) Draft a letter to Skyline India Private Ltd., Bangalore, placing an urgent order with them for raincoats, umbrellas and caps for the forthcoming rainy season. Draw their attention to the need for prompt delivery.
- (b) Ambica Stores, Anand, has delayed the delivery of steel plates by six weeks from the date of order, draft a letter pointing out the delay and specifying a new date to get the goods.

Q.4 [15]
Draft a letter to British Airways, inquiring about the air freight rates for the goods to be sent from Manchester to Nairobi.

OR

Q.4 [15]
In response to the inquiry for the purchase of electrical gadgets, form Damascus, draft a reply on behalf of forwarding agent giving the necessary details of freight charges, Air waybill fee, insurance etc.
