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SARDAR PATEL UNIVERSITY

[93] BBA(IB) SEMESTER II EXAMINATION 2018

SUBJECT: Communication Skills for International Business-II

SUBJECT CODE: UM02FBBB01

DATE: 26/03/2018 TIME: 02:00P.M. TO 04:P.M

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 Explain with examples all the regular parts of the business letter. 15

(OR)

Q.1 Describe the effective qualities of a business letter. 15

Q.2 Draft a letter to Ajay Book Store, Vadodara, inquiring about the prices, catalogues and various other business terms for the sale of books. 15

(OR)

Q.2 In response to an inquiry from Vijay Mobile Sales for the supply of latest mobiles, draft a reply as from Delight Computers, Ahmedabad, furnishing all the necessary business details. 15

Q.3 Place an order for Laptops with Modern Computer Sales, Mumbai, giving the details of prices and other trade terms. 15

(OR)

Q.3 Chandan Cloth Store, Mumbai, has placed an order for Cloth that is out of stock. Draft a reply to this letter expressing your inability to execute the order and offering a proper substitute. 15

(OR)

Q.4 Draft a letter of inquiry to Tokyo Handicraft Store, inquiring about the latest arrivals, their prices and terms of sale by air transport. 15

(OR)

Q.4 Draft a letter of reply to Standard Watch Company, New York, giving them the detailed dispatch instructions by sea. 15

— X —

(1)