



MC-3514

First Year B.B.A. (Sem. II) (CBCS) Examination
September / October – 2013
Communication Skills : Paper - II

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दृष्टावेव निशानीवाणी विगतो उत्तरवडी पर अवश्य लभवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="F. Y. B. B. A. (Sem. - 2) (CBCS)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Communication Skills - 2"/>	<input type="text"/>
Subject Code No. : <input type="text" value="3"/> <input type="text" value="5"/> <input type="text" value="1"/> <input type="text" value="4"/>	Section No. (1, 2,.....) : <input type="text" value="Nil"/>
	Student's Signature

(2) Indicate clearly the options you choose.

(3) Figures to the **right** indicate marks.

1 Draft conversations on the following situations : (any **three**) **30**

- A conversation among family members about the younger son's wish to leave his studies and become a dancer.
- Mr. Sharma is attending a party thrown by his colleague on his 10th wedding anniversary, where he interacts with his colleagues and friends.
- Mr. and Mrs. Nair are on a tour with their family and friends. Draft their conversation with the manager of a hotel where they wish to stay for two days.
- Students of different classes have gathered in college canteen to discuss their participation and role in the annual cultural programme of the college.

2 (a) As the Sales Manager, Motion Technologies, draft a letter to be sent to different schools to promote the sale of the new educational software developed by your company. **14**

OR

- Draft a letter asking for leave for a week from your office as you have been advised by your doctor to take rest. **14**

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[Contd...

- 3 (a) Sukhsagar Sweets, Navsari, had ordered 100 bags of sugar for the festival season. They have received only 40 bags of poor quality sugar. Write a letter of complaint on their behalf to M/s. Desai and Sons, Bardoli. 14

OR

- (b) Prepare a memorandum to be given to an employee who frequently comes late to the office. 14
- 4 Write short notes : (any two) 12
- (i) Explain how a complaint is a blessing in disguise.
 - (ii) Importance of correctness in a business letter.
 - (iii) Letterhead
 - (iv) "Clarity is the soul of business communication" – Explain.