



K-3514

Seat No. _____

First Year B. B. A. (Sem. II) (CBCS) Examination
September / October – 2012
Communication Skills - II

Time : Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दृष्टांतवें निशान्तीवाणी विगतो उत्तरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="checkbox"/> F. Y. B. B. A. (SEM. 2) (CBCS)	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="checkbox"/> COMMUNICATION SKILLS - 2	<input type="text"/>
Subject Code No. : <input type="text"/> 3 <input type="text"/> 5 <input type="text"/> 1 <input type="text"/> 4	<input type="text"/>
Section No. (1, 2,.....): <input type="text"/> Nil	
	Student's Signature

- (2) Indicate clearly the options you choose.
(3) Figures to the right indicate marks.

- 1 Draft conversations on the situations mentioned below : **30**
(any **three**)
- (a) A conversation among family members discussing various career options for their youngest son.
- (b) Mr. Desai is planning to visit North India in the summer vacation with his family. He is making an inquiry regarding trains, availability of seats, fares for different classes etc. at the railway station.
- (c) A dialogue between a student and a teacher , where the student is requesting to grant his leave for a week as he has to attend crash course on computer skills in another city.
- (d) A discussion among students in a college canteen on benefits of participating in various events organized in the college.
- 2 (a) Draft a letter on behalf of Global Finances, Bharuch **14**
making an inquiry with Modern Furniture, Ahmedabad for office furnitire. Specify the time within which you require the goods and ask for competitive terms.

OR

- (b) Satyam Herbal Products have come up with a herbal shampoo in the market. Draft a letter on behalf of the company to prospective customers to promote sale of their product. 14
- 3 (a) Write a letter as from Elegant Stores, Navsari, complaining about the inferior quality of chocolates they received from Marvel Confectionery, Pune. 14
- OR**
- (b) Draft a memo to be given to an employee for being habitually late in the office. 14
- 4 Write short notes : (any two) 12
- (i) "Your Attitude"
 - (ii) Process of communication
 - (iii) Need for conciseness in Business Communication
 - (iv) Inward structure of a Business Letter.
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