

GUJARAT TECHNOLOGICAL UNIVERSITY**Diploma Semester –II Remedial Examination December - 2010****Subject code: 320042 Subject Name: Business Communication-II****Date: 11 /12 /2010****Time: 10.30 am – 01.00 pm****Instructions:****Total Marks: 70**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. English version is Authentic

- Q.1 (a)** Give full forms of the following (**Any Five**) **05**
 (1) M.B.A (2) D.D (3) C.C (4) F.O.B (5) S.E.B.I (6) A.T.M
 (7) P.M (8) L.I.C
- (b)** Explain the following Commercial Terms (**Any Six**) **09**
 (1) Current Account (2) Cash Credit (3) Over Draft (4) Letter Of Credit
 (5) Dividend (6) Credit (7) Cheque (8) Agenda
- Q.2** Write an essay on any ONE from the following **14**
 (1) Economic Development Of India (2) Need Of Computer Knowledge
- Q.3**
- (a)** Discuss an importance of Business Letter **07**
(b) Describe different parts of Business letter **07**
- OR**
- Q.3 (a)** Explain lay out of a business letter **07**
(b) Discuss essentials of a good business letter **07**
- Q.4**
- (a)** Write an inquiry letter of your choice **07**
(b) Miss Dhara Patel wants to buy A.C write an order letter **07**
- OR**
- Q. 4 (a)** Mr. Ronak Patel wants to purchase a new T V Set , write an inquiry letter **07**
(b) Write appropriate reply to the inquiry letter **07**
- Q.5**
- (a)** Draft an application letter for the post of Clerk **07**
(b) Write a letter to the Municipal Corporation complaining for irregular Water supply in your area **07**
- OR**
- Q.5 (a)** Write an application letter for the post of Computer Programmer in Tata Motors Limited Ahmedabad **07**
(b) Summarize the following passage and give a suitable title..... **07**
 The courtyard was utterly empty; but from the ladies' chamber came the shrieks and shouts, not only of women but of men: and knocking at the chamber door adding her screams to those inside, was a little white figure. They had barred themselves inside, leaving the child out: and now they dared not open the , as the bear swung and rolled towards it, looking savagely right and left for a fresh victim. Hereward leaped from his horse and drawing sword, rushed forward with a shout which made the bear turn round. He looked once back at the child, then round again at Hereward and making up his mind to take the largest morsel first, made straight at him with a growl. He was within two paces, then he rose on his hind legs, head and shoulders taller than Hereward and lifted the iron paws high in the air.
 Hereward knew that there was but one spot at which to strike and he struck true and strong, before the iron paw could fall, right on the muzzle of the beast
