

GUJARAT TECHNOLOGICAL UNIVERSITY**Diploma Semester -III Regular / Remedial Examination December - 2010****Subject code: 335401****Subject Name: Business Communication****Date: 27 /12 /2010****Time: 10.30 am – 01.00 pm****Total Marks: 70****Instructions:**

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

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| Q.1 | (a) Write the meaning and occasions on which circular letter is written. | 07 |
| | (b) State the advantages of sales letter. | 07 |
| Q.2 | (a) Write a circular letter introducing a new product of electric scooter. | 07 |
| | (b) Write a sales letter to promote LCD T.V. | 07 |
| | OR | |
| | (b) Write a sales letter to promote the sale of Nokia 3 G mobile phone. | 07 |
| Q.3 | (a) Draft a circular letter addressed your customers that you have been announcing the opening of a new branch of Samsung Cellular phone Co. | 07 |
| | (b) What are the points to keep in mind while writing a collection letter? | 07 |
| | OR | |
| Q.3 | (a) Write a circular letter to your customers on behalf of Bharat Enterprise, Ring road, Ahmedabad informing them that sole agency for Gujarat is given to Tata Distributors, River road, Ahmedabad. | 07 |
| | (b) On behalf of customer write a letter asking for overdraft facility. | 07 |
| Q.4 | (a) On behalf of bank write a reply letter to the who has been asking for overdraft facility. | 07 |
| | (b) Write a reminder letter to your customer for collecting an amount (For bill payment). | 07 |
| | OR | |
| Q. 4 | (a) Write a letter to customer informing the cheque drawn by him is dishonoured due to a difference between the amount in words and figures. | 07 |
| | (b) Write a threatening letter to your customer for your payment which is overdue. | 07 |
| Q.5 | (a) Write a favourable letter about financial standing of M/s Raj stores, Palace road, Surat who has given reference about Bank of India, Ring road, Surat to Bank of India, Gandhi Marg, Surat. | 07 |
| | (b) What is business report? What are the characteristics of business report? | 07 |
| | OR | |
| Q.5 | (a) Write an unfavourable reply to Bank of Gujarat, Relief road, Ahmedabad which has made inquiries regarding the financial status of M/s. Manoj & sons, Parle point, Ahmedabad from Bank of Gujarat, Satellite road, Ahmedabad. | 07 |
| | (b) Draft a report on a suitable building for the new office for Walmart store. | 07 |
