

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

Diploma Semester -III Examination January- 2010

Subject code: 335401

Subject Name: Business Communication

Date: 21 / 01 / 2010

Time: 11.00 am – 1.20 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** What is Circular Letter ? Write the meaning, characteristics and circumstances in which Circular Letter is written. **14**
- Q.2** (a) Write the qualities of good Sales Letter. **07**
(b) State chief characteristics of an effective Sales Letter. **07**
- OR**
- (b) What is Sales Letter. How does it differ from Circular Letter. **07**
- Q.3** (a) Draft a Circular Letter to your customers on behalf of Vediocon TV Store, Ahmedabad informing about opening of a TV shop in your area. **07**
(b) Write a Sales Letter to promote the sale of Fair & Lovely Cream. **07**
- OR**
- Q.3** (a) Write a Circular Letter to your customers on behalf of EnEm Enterprise, Baroda informing them of the admission of a new partner. **07**
(b) Write a Sales Letter to promote the sale of ACER Laptop Computer. **07**
- Q.4** (a) Write a Collection Letter to M/s. Gujarat Traders, Bhavnagar for payment of Bill No. 165 for Rs.1,20,000/- **07**
(b) Write a letter to AXIS Bank, Mehsana to give information about opening a new Savings Account. **07**
- OR**
- Q. 4** (a) Write a letter of reminder for collection to a customer calling attention to his overdue account and request him for making atleast part payment. **07**
(b) Write a letter to Standard Charter Bank requesting to explain why the cheque drawn by you was returned. **07**
- Q.5** (a) Write a letter on behalf of HDFC Bank, Gandhinagar to a customer informing that the facility of overdraft is withdrawn as it was not used for last four months. **07**
(b) Write the characteristics and functions of Business Report. **07**
- OR**
- Q.5** (a) Write a letter of apology to a customer on behalf of State Bank of India, Surat tendering an apology to a customer for returning the cheque inspite of sufficient balance. **07**
(b) As a Production Manager of Inter Ocean Ship Yard, Pipavav draft a report on serious accident on board of the ship. **07**
