

GUJARAT TECHNOLOGICAL UNIVERSITY**Diploma Sem-II examination June 2009****Subject code: 320042 Subject Name: Business Communication-II****Date: 22 / 06 /2009****Time: 10:30am-1:00pm****Instructions:****Total Marks: 70**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Name the parts of a good business letter and draw a diagram indicating the position of each part of the letter. **07**
- (b) What is Business Letter ? Explain the principles of Business Letter. **07**
- Q.2** (a) Draft a letter to Ponds India Ltd., Mumbai on behalf of Black Beauty Cosmetics, Rajkot placing a trial order for 100 Nos. of Ponds Sunsilk Cream **07**
- (b) Draft a letter to the Manager, AXIS Bank, Ahmedabad for granting a housing loan to you. **07**

OR

- (b) Draft a letter of complaint on behalf of Cool Traders, Surat addressed to Blue Star Air Conditioners, Chennai complaining that boxes of three Air Conditioners were received in damaged condition. **07**
- Q.3** (a) Explain the following commercial terms. [Any Seven] **07**
- | | |
|----------------------|-------------------|
| [1] Solvency | [2] Bankruptcy |
| [3] Letter of Credit | [4] Agenda |
| [5] Overdraft | [6] Balance Sheet |
| [7] Demand Draft | [8] Casting vote |
| [9] Notary Public | [10] Dividend |
- (b) Give full form of the following abbreviations. [Any Seven] **07**
- | | |
|--------------|--------------|
| [1] F.O.R. | [2] D.D. |
| [3] E & O.E. | [4] p.a. |
| [5] C.P.U. | [6] N.O.C. |
| [7] F.E.R.A. | [8] S.E.B.I. |
| [9] P.B. | [10] K |
- Q.4** (a) Write an essay on **Any one** from the following **07**
- | |
|---|
| [1] Advantages of e-mail. |
| [2] Knowledge of Computer in building a career. |
| [3] Planning in India. |
- (b) Draft an application for the post of Computer Operator. **07**

OR

- (b) Draft a letter to the City Mamlatdar, Bhavnagar for entering your name in voters' list. **07**
- Q.5** (a) Draft a letter of enquiry from M/s. Computer Age Management Services, Ahmedabad addressed to LG India Ltd., Bombay to send quotations and terms and conditions for supply of quotations of different models of Laptop Computers. **07**
- (b) Summarise the following passage and give a suitable title. **07**
- Friendship is a source of joy and a means of solace, when one is in trouble. Friends share our joys and sorrows. They enjoy with us in prosperity and stand to us in adversity. A friend's encouragement is an incentive to face any problem of life boldly. Shared with friends, the joys are better enjoyed than in the company of 'unlikable' persons. Friends add to our joys and lighten our sorrows. They diminish our misery by enabling us to share the burden of it with them. Their advice emboldens us in our misfortunes and unfortunate situations. It acts as a shield against the worst misfortunes. They make our life worth living.