

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

Diploma Semester -III Remedial Examination May – 2011

Subject code: 335401

Subject Name: Business Communication

Date: 20 /05 /2011

Time: 02.30 pm – 05.00 pm

Total Marks: 70

Instructions:

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

- Q.1** Explain an importance of Circular letter along with its occasions On which Circular letter is written. **14**
- Q.2**
- (a) What is Sales letter ? Discuss its importance **07**
- (b) Distinguish between Sales letter and Circular letter **07**
- OR**
- (b) How Sales letters can be made more effective ? Discuss its characteristics. **07**
- Q.3**
- (a) Draft a circular letter on the occasion of opening of a new branch of your business. **07**
- (b) Write a sales letter to promote new beauty soap “ NIRAV” **07**
- OR**
- Q.3** (a) Write a Circular letter to inform an admission of a new partner “ Mr.RONAK PATEL” to your customers. **07**
- (b) Write Sales letter to promote a new Washing Machine “NIKITASHA” **07**
- Q.4**
- (a) Write a collection letter to M/S SURBHI TRADERS, Ahmedabad For payment of Rs. 400000/- **07**
- (b) Write an inquiry letter to The State Bank Of India, Baroda to open A new saving account **07**
- OR**
- Q. 4** (a) Write a collection letter reminding a customer to make at least part Payment against due payment. **07**
- (b) Write a letter to The Bank Of Punjab, Mehsana asking the reasons For dishonoring your cheque. **07**
- Q.5**
- (a) Write a letter to Canara Bank requesting to section an overdraft Facility for Rs.100000/- **07**
- (b) What is business report? Discuss its importance. **07**
- OR**
- Q.5** (a) Write a letter to The Bank Of India for stopping payments against Your lost cheque. **07**
- (b) As a Manager of Mundra Port Ltd. Write a report on workers’ Strike of the Port. **07**
