

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
Diploma Engineering Semester –I/II Examination Jan. 2012

Subject code: 320042

Date: 20/01/2012

Subject Name: Business Communication-II

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 considered Authentic.

- Q.1** (a) (1) Discuss the Lay Out of a business letter(Parts of business letter) **07**
(b) (1) Discuss an importance of business letter. **07**

- Q.2** (a) Write an order letter for T V Sets. **07**
(b) Write a letter to State Bank Of India,Ahmedabad asking for a loan of Rs. 1000000/- **07**

OR

- (b) Write a letter of complaint to SONY INDIA,Bombay who have supplied you damaged washing machines. **07**

- Q.3** (a) Explain the following terms (Any seven) **07**
(1) Letter of credit (6) Demand Draft
(2) Pass book (7) Dividend
(3) Goods (8) Overdraft
(4) Insolvent (9) Agenda
(5) Power of attorney
(b) Give the full form of the following(Any seven) **07**
(1) L.C (6) C.P.U
(2) C.A (7) O.D
(3) F.O.B (8) F.O.R
(4) C.O.D (9) C.C
(5) S.E.B.I

OR

- Q.3** (a) Explain the following terms (any seven) **07**
(1) Goodwill (2) Assets
(3) Equity (4) Bank draft
(5) Credit (6) Overdraft
(7) Balance Sheet (8) Insolvent
(9) Letter of Credit
(b) Give full forms of the following (any seven) **07**
(1) D.D (2) S.B.I (3) C/F
(4) C.O.D (5) O.I.G.S (6) A.T.M
(7) B/E (8) A/C (9) C.B.I

- Q.4 (a)** Write an essay on any one from the following **07**
 (1) Importance of Internet
 (2) Books as a friend
(b) (1) Write an application for the post of ACCOUNTANT **07**
OR
Q.4 (a) Write an essay on any one from the following **07**
 (3) A day at factory
 (4) Importance of games
Q.4 (b) (1) Write an application for the post of Computer Programmer. **07**

- Q.5 (a)** Write a letter of inquiry to M/S RONAK ENTERPRISE, Baroda for electronic goods. **07**
(b) Summarize the following passage and give a suitable title **07**

To talk about friendship is delighting Friendship is a source of joy and means of solace, when one is in trouble. Friends share our joys and sorrows. They enjoy with us in prosperity and stands to us in adversity. A friend's encouragement is an incentive to face any problem of life boldly. Shared with friends, the joys is better enjoyed than in company of 'unlikable' persons. Friends add to our joys and lighten our sorrows. They diminish our misery by enabling us and share the Burdon. They become back bones in our misfortunes. They make our lives worth living.

OR

- Q.5 (a)** Write a letter of inquiry to M/S SWETA ENTERPRISE, Ahmedabad for Lap top computers. **07**
(b) Summarize the following paragraph and give suitable title **07**

Activity of Production consists of activities of efforts put in to arrange the recourses for producing goods with a view to make them available to consumers or users. Man certainly can not create anything out of nothing. The farmer sows in the field

To get crops. Manufacturer buys raw materials and converts them into finished goods by process sing it. Production consists in changing the form of matter, moving goods from one place to another place or holding stock of goods over time. It is a creation of utilities in economic goods. The utilities are place utility, the time utility and possession utility. The services like transport, ware housing, communication, banking, insurance are essentials for production of goods. The production is a complex of economic activities intended to satisfy the human needs and improve the living standards.
