

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
Diploma Engineering Semester –III Examination Dec. 2011

Subject code: 335401

Date: 21/12/2011

Subject Name: Business Communication

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) Explain any four occasions on which circular letters are written. **07**
(b) What is Sales letter? Discuss its importance. **07**
- Q.2** (a) Write a circular letter on occasion of opening of a new branch. **07**
(b) Write a sales letter to promote Lap-top computer. **07**
- OR**
- (b) Write a sales letter to promote new Tooth Paste. **07**
- Q.3** (a) Write a circular letter on the occasion of admission of a new Partner. **07**
(b) Discuss an importance of collection letter. **07**
- OR**
- Q.3** (a) Draft a circular letter on behalf of RONAK ENTERPRISE, Ahmedabad informing the customers the change of address. **07**
(b) Write a letter to the bank demanding an Overdraft facility. **07**
- Q.4** (a) Write a letter to a bank asking the reasons of dishonoring your cheque. **07**
(b) Write a suitable reply to the customer giving the reasons of Dishonoring the cheque. **07**
- OR**
- Q. 4** (a) Write a letter to the bank to open a new saving Account. **07**
(b) Write a letter to the bank asking for a loan. **07**
- Q.5** (a) Write a letter to a bank inquiring a financial status of M/S John and company, Ahmedabad. **07**
(b) Write a suitable reply to a letter inquiring a financial status of M/S John and company, Ahmedabad. **07**
- OR**
- Q.5** (a) What is business report? Discuss its importance. **07**
(b) Draft a suitable feasibility report for starting a new factory at Kandala, Gujarat. **07**
