

GUJARAT TECHNOLOGICAL UNIVERSITY**Diploma Engineering - SEMESTER-I&II • EXAMINATION – WINTER 2013****Subject Code: 320042****Date: 17-12-2013****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 to be Authentic.

- Q.1** (a) Explain the following Commercial Terms **(Any Seven)** **07**
 (1) Bank Draft (2) Dividend (3) Savings Account (4) Over Draft
 (5) Bank Draft (6) Debit (7) Promissory Note (8) Cash Credit
- (b) Give full forms of the following **(Any seven)** **07**
 (1) A.T.M (2) B.Sc. (3) A/C (4) Asst.
 (5) O.D (6) L.C. (7) A.G (8) N.B.
- Q.2** (a) Write an essay on any One of the following **07**
 A. Census its purpose and usefulness
 B. Need for knowledge of Commerce
- (b) Name the parts of a good business letter and draw a diagram indicating the position of each part of letter **07**
- OR
- (b) Discuss importance of lay out of a business letter **07**
- Q.3** (a) Draft a order letter for the supply of umbrellas on coming monsoon season. **07**
- (b) Write a regret letter showing inability to supply of umbrellas in a short period. **07**
- OR
- Q.3** (a) Draft a reply letter for the inquiry made by Narmad air-conditioners, Surat to purchase air-conditioner regarding price and trading terms & conditions **07**
- (b) Draft a inquiry letter for the supply of air conditioners on behalf of Narmad air-conditioners, Surat to Mahadev Home Appliances, Ahmedabad **07**
- Q.4** (a) Give full form of the following **07**
 1. F.O.R. 2. C.A. 3. V.C. 4.I.O.U.
 5. E. & O.E. 6. B/E 7. C.O.D.
- (b) Explain the following Commercial terms **07**
 1.Overdraft 2. Debenture 3. Receipt 4. Depreciation
 5. Bill of exchange 6. Letter of credit 7. Discount
- OR
- Q. 4** (a) Explain the following Commercial terms **07**
 1. Agenda 2. Promissory note 3.Capital 4. Quotation
 5. Bill of lading 6. Invoice 7. Bill of exchange
- (b) Give full form of the following **07**
 1. D.D 2, R.R. 3 .F.O.B.
 4. P.A.N. 5.N.O.C. 6. N.S.C. 7.L.C.
- Q.5** (a) Write an appointment letter showing the terms and conditions to the applicant **07**
- (b) Write an application letter for housing loan to the Manager, Bank of Baroda, Rajkot. **07**
- OR
- Q.5** (a) Write an application letter for the post of a Manager of a large public limited company **07**
- (b) Write a complain letter for the delivery of goods is not done within a specific time. **07**
