

GUJARAT TECHNOLOGICAL UNIVERSITY**Diploma Semester -III Remedial Examination April - 2010****Subject code: 335401****Subject Name: Business Communication****Date: 20 / 04 /2010****Time: 03.00 pm – 05.30 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 Authentic

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| Q.1 | (1) What is circular letter? Discuss different occasions on which Circular letters are written? | 07 |
| | (2) Draft a circular letter announcing an opening of a new branch of your Company. | 07 |
| Q.2 | (a) Discuss an importance of Sales Letters. | 07 |
| | (b) Write a Sales Letter on launching of a New Washing Machine. | 07 |
| | OR | |
| | (b) Write a Sales letter on Introduction of a new Motor Cycle. | 07 |
| Q.3 | (a) Write a letter to a customer drawing his attention to his overdrawn Account and ask him to make payment. | 07 |
| | (b) What is Collection letter? What important considerations are to be made while writing a collection letter? | 07 |
| | OR | |
| Q.3 | (a) Write a collection letter to one of your customers who are not paying the due Amount since long. | 07 |
| | (b) Draft a letter on behalf of a Company Secretary to the Director to inform the Proceedings of an Annual General Meeting | 07 |
| Q.4 | (a) Write a letter to the Share Holder informing the progress of the Company | 07 |
| | (b) Write a letter to the Bank asking the reasons of Dishonoring a cheque. | 07 |
| | OR | |
| Q. 4 | (a) Write a letter to a bank to stop payment for the lost cheque. | 07 |
| | (b) Draft a letter to complain for non-working street lights of your area. | 07 |
| Q.5 | (a) Write a letter of complaint to G.P.O., Baroda as you are not receiving your Posts in time. | 07 |
| | (b) What is business Report? Discuss the main types of Reports. | 07 |
| | OR | |
| Q.5 | (a) Write a Report on behalf of the Manager for absenteeism of your Company. | 07 |
| | (b) Write a report for the feasibility of starting a new production unit at Colombo-Shrilakna. | 07 |
