

GUJARAT TECHNOLOGICAL UNIVERSITY

Diploma Sem-II Remedial Examination September 2009

Subject code:320042

Subject Name: Business Communication-II

Date: 18 / 09 / 2009

Time: 11:00am- 01:30pm

Total Marks: 70

Instructions:

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

- Q.1** (a) Give full forms of the following (**Any Five**) **05**
 (1)A.T.M (2) B.Sc. (3) A/C (4) Asst.
 (5) O.D (6) L.C. (7) A.G (8) N.B.
- (b) Explain the following Commercial Terms (**Any Six**) **09**
 (1) Bank Draft (2) Dividend (3) Savings Account (4) Over Draft
 (5) Bank Draft (6) Debit (7) Promissory Note (8) Cash Credit
- Q.2** Write an essay on **Any One** from the following **14**
 1. Need for Managerial education
 2. Recession
- Q.3** (a) Discuss the essentials of a good business letter **07**
 (b) Discuss importance of lay-out of a business letter **07**
- OR**
- (b) Describe general lay-out of a business letter **07**
- Q.4** (a) Mrs. S.J.Patel wants to purchase a new computer. Write a letter of inquiry **07**
 (b) Write a reply letter for the inquiry made by Mrs. S.J.Patel to purchase a new computer. **07**
- OR**
- (b) Write an order letter to purchase a new T.V.Set **07**
- Q.5** (a) Draft an Appointment letter **05**
 (b) Summarize the following passage and give a suitable title..... **09**
 Science has given us power to fight against adversities yet we use them like small children.
 For example, we do not know how to manage our machines. Machines were made to be man's servants. yet he has grown so dependent on them that they have become his masters. Men spend their lives looking after and waiting upon machines. And the machines are very stern masters. They must be fed with coal, and given petrol to drink, and oil to wash with, and must be kept at the right temperature. And if they do not be kept at the right temperature. And if they do not get their meals, they refuse to work or burst with rage, and blow up, and spread ruin and destruction all round them. So we have to wait upon them very attentively and do all that to keep them in a good temper. Already we find it difficult either to work or play without the machines and a time may come when they will rule us altogether, just as we rule the animals.