

**GUJARAT TECHNOLOGICAL UNIVERSITY****Diploma Sem-II Examination July 2010****Subject code:320042****Subject Name: Business Communication. II****Date: 05 /07 /2010****Time: 03:00pm - 05:30pm****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 Authentic

- Q.1** (a) Write an essay on any One of the following **07**  
 A. Census its purpose and usefulness  
 B. Need for knowledge of Commerce  
 C. Choice of a career
- (b) Summarize the following passage and give a title **07**  
 Education is not an end, but a means to an end. In other words, we do not educate children only for the purpose of educating them; the purpose to fit them for life. As soon as we realize this fact, we will understand that it is very important to choose a system of education which will really prepare children for life.  
 In many modern countries, it has for some time been fashionable to think that by free education for all – whether rich or poor, clever or stupid – one can solve all the problems of society and perfect nation. But we can already see that free education for all is not enough; we find in such countries a far larger number of people with university degrees, than there are jobs for them to fill. Because of their degrees, they refuse to do what they think “low” work; and, in fact work with the hands is thought to be dirty and shameful in such countries.  
 But we have only to think a moment to understand that the work of a completely uneducated farmer is far more important than that of a professor; we can live without education, but we die if we have no food. If no one cleaned our streets nor took the rubbish away from our houses, we should get terrible diseases in our towns.  
 In fact, when we say that all of us must be educated, we mean that all of us must be educated in such a way that, first, each of us can do whatever job is suited to one’s brain and ability, and, secondly, that we can realise that all jobs are necessary to society, and that it is very bad to be ashamed of one’s work, or to scorn someone else. Only such a type of education can be called valuable to society.
- Q.2** (a) Write the essentials of a good business letter **07**  
 (b) Discuss importance of lay out of a business letter **07**
- OR**
- (b) Name the parts of a good business letter and draw a diagram indicating the position of each part of letter **07**
- Q.3** (a) Draft a inquiry letter for the supply of air conditioners on behalf of **07**  
 Narmad air-conditioners, Surat to Mahadev Home Appliances, Ahmedabad

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|-------------|-----|--|-----------|
|             | (b) | Draft a reply letter for the inquiry made by Narmad air-conditioners, Surat to purchase air-conditioner regarding price and trading terms & conditions   | <b>07</b> |
|             |     | <b>OR</b>  |           |
| <b>Q.3</b>  | (a) | Draft a order letter for the supply of umbrellas on coming monsoon season.   | <b>07</b> |
|             | (b) | Write a regret letter showing inability to supply of umbrellas in a short period.  | <b>07</b> |
| <b>Q.4</b>  | (a) | Write a complain letter for the delivery of goods is not done within a specific time.  | <b>07</b> |
|             | (b) | Write an application letter for the post of a Manager of a large public limited company  | <b>07</b> |
|             |     | <b>OR</b>  |           |
| <b>Q. 4</b> | (a) | Write an application letter for housing loan to the Manager, Bank of Baroda, Rajkot.   | <b>07</b> |
|             | (b) | Write an appointment letter showing the terms and conditions to the applicant  | <b>07</b> |
| <b>Q.5</b>  | (a) | Give full form of the following<br>1. D.D                      2. R.R.                      3 .F.O.B.<br>4. P.A.N.                  5.N.O.C.                  6. N.S.C.    7.L.C.                | <b>07</b> |
|             | (b) | Explain the following Commercial terms<br>1. Agenda                 2. Promissory note    3.Capital    4. Quotation<br>5. Bill of lading    6. Invoice                      7. Bill of exchange  | <b>07</b> |
|             |     | <b>OR</b>  |           |
| <b>Q.5</b>  | (a) | Give full form of the following<br>1. F.O.R.                 2. C.A.                      3. V.C.                      4.I.O.U.<br>5. E. & O.E.            6. b/e                      7. C.O.D. | <b>07</b> |
|             | (b) | Explain the following Commercial terms<br>1.Overdraft                2. Debenture    3. Receipt    4. Depreciation<br>5. Bill of exchange    6. Letter of credit    7. Discount                  | <b>07</b> |

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