

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
Diploma Engineering Sem. – IInd - Examination – June/July- 2011
Subject code: 320042
Subject Name: Business Communication-II

Date:18/06/2011

Time: 02:30 pm – 05:00 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 Authentic

- Q.1** (a) Give abbreviations of the following: **07**
1. C.A.
 2. a.f.b
 3. B/L
 4. f.o.r
 5. qty.
 6. P.T.O.
 7. VHF
- (b) Define the following commercial terms: **07**
1. Advance bill
 2. Balance sheet
 3. Dead stock
 4. Invoice
 5. Consignment
 6. Warranty
 7. Monopoly
- Q.2** (a) Write a précis of the following passage to one-third of its length and also give a suitable title: **07**
- Today there are 3000 million people in the world. Fifty years ago only about 2000 million people lived in it. If earth's population were evenly distributed over its land surface, there would be about 550 persons to the square mile. But Earth has vast areas of forest, mountains and desert which are almost totally inhabited. On the other hand, it has great cities each with millions of people living in a few square miles.
- To feed the fast growing population of our earth, scientists and planners have to discover new ways to produce more. One possible way is to bring more land not under cultivation. This can be done only in places where there is lot of land not used for productive purposes. In many places there is no longer possible all the arable land is already cultivated. A second way is to make use of new types of seeds to produce more. Already a number of new strains of paddy and wheat have been developed in different parts of the world. India is one of the countries where a lot of useful work has been done in the field of agriculture research.

- (b) Write an essay on “How advertising affects our society”. **07**
- OR**
- (b) Write an essay on “Use of the Internet: Is it Harmful?”. **07**
- Q.3** (a) Explain the principles of a business letter with examples: **07**
- (b) Which are the importances of a business letter? Explain each: **07**
- OR**
- Q.3** (a) What do you understand by the structure of a business letter? **07**
Explain with different points:
- (b) Give explanation of the different qualities of a business letter: **07**
- Q.4** (a) Write a letter to Patel & sons co. ltd., Mumbai to inquire the terms & **07**
conditions of Television.
- (b) Write a letter from Nutan Readymade Garments, Delhi, to Ajay **07**
Stores, Surat, informing them about the latest Prices and business
terms and conditions.
- OR**
- Q.4** (a) Write a letter on behalf of Mehta & co. ltd. to order different **07**
furniture items:
- (b) Write a letter of complaint from Mr. M.P. Bannerji to Messrs. Das & **07**
Co., about certain defects in the goods Supplied by them:
- Q.5** (a) Write an application for the job of a Lecturer in Commercial **07**
Practice:
- (b) You are Miss Anita Desai; You are studying in Govt.Polytechnic **07**
College, Surendranagar and staying in the Govt. hostel. You are
going to take 5 days leave for some social reason. So write a leave
application to your rector (warden).
- OR**
- Q.5** (a) Write a letter of Selection to Mr. Bhatt who has faced the interview **07**
at your institute and you find he is eligible for the required post:
- (b) Write a consolation letter to your friend who has failed in the board **07**
examination.
