

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

## GUJARAT TECHNOLOGICAL UNIVERSITY

Diploma Examination June-2012

Subject code:320024

Date: 19/ 06/2012

Subject Name: Communication Skills-II(AA)

Total Marks: 70

Time:10.30 – 1.00

### 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) Discuss the layout of a business letter. **07**  
(b) “Effective communication is necessary”- Discuss **07**
- Q.2** (a) What are the qualities and importance of report writing. **07**  
(b) Write important features of telegram. **07**
- OR**
- (b) Write Short Notes on **07**  
( 1.) Correctness ( 2.) Information  
( 3.) Appearance
- Q.3** (a) Write a letter of complaint to ‘Sai Computers’ about the supply of **07**  
damaged computers.  
(b) Write an application for the post of a lecturer in Architecture, **07**  
Government Polytechnic, Ahmedabad.
- OR**
- Q.3** (a) Write a letter to your friend who has failed in the exam. **07**  
(b) Write a letter to The Bank Manager, HDFC Bank, Navrangpura **07**  
Branch, about your lost ATM Card.
- Q.4** (a) Write a letter to The Municipal Corporation about unhealthy water **07**  
supply in your locality.  
(b) As a Store Keeper, place an order to ‘Azad Book Store’, Nr. Gandhi **07**  
Bridge, Ahmedabad about the books for your institute library.
- OR**
- Q. 4** (b) Write a letter to congratulate your friend who has been selected as a **07**  
contestant of ‘Dance India Dance’.
- Q.5** (a) “Every business letter must be ‘YOU Attitude’ letter”-Discuss **07**  
(b) Write a report to the Principal of your College about the ‘Sports **07**  
Week’ organized last week in your campus.
- OR**
- Q.5** (b) Write a letter to your younger brother guiding him to improve his **07**  
communication skills.

\*\*\*\*\*