

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (INTEGRATED) – SEMESTER – 02 • EXAMINATION – SUMMER - 2017

Subject Code: 4120501**Date: 09/05/2017****Subject Name: Business Communication****Time: 10.30 AM TO 01.30 PM****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) Define the term business communication. What is the role of communication in business? **07**
- (b) What are the barriers of business communication discuss in detail. **07**
- Q.2** (a) What is business letter? Explain the layout of business letters. **07**
- (b) Explain the different types of business letters. **07**
- OR**
- (b) Enumerate the quality of effective business correspondence. **07**
- Q.3** (a) Draft a letter to bank for over draft. **07**
- (b) Draft a letter from a retailer for placing an order of books to Himalaya Publishing House. **07**
- OR**
- Q.3** (a) You have received an order from Dressland, Rajkot for different varieties of Men's and Women's dresses. Write a reply giving the time and mode of delivery also mention mode of payment you prefers. **07**
- (b) Draft a reply to complaint regarding goods received in damage condition. **07**
- Q.4** (a) What is sales letters? Write a sales letter for fully automatic machine newly launched in market. **07**
- (b) On behalf of Rama Brothers, Ahmedabad Draft a letter of complaint to Student Book Store, Delhi regarding receiving the parcel of different books. **07**
- OR**
- Q.4** (a) What is collection letters? Draft a letter of collection to the debtor who carelessly avoids to settle your Account. **07**
- (b) Assume that you are a secretary of a company, Draft a letter to share holder for offering a new shares. **07**
- Q.5** (a) What is circular letters? Draft a circular letter to announcing a change in premises. **07**
- (b) Assume that you are a secretary of an alumni Association of your institute, you are planning to organize a meeting of the Association. Draft a letters to all the members intimating the date, venue and agenda for the meeting. **07**
- OR**
- Q.5** (a) Raj Ltd. wants to do business with your company named Planet Ltd. and they have mentioned the name of MC-Hill as a referee, Write a letter to MC-Hill requesting to provide credit information regarding Raj Ltd. **07**
- (b) Draft a letter to income tax officer for seeking another date for income tax assessment. **07**
