Seat No.: _____ Enrolment No._____

# GUJARAT TECHNOLOGICAL UNIVERSITY

**MAM - SEMESTER–II • EXAMINATION – SUMMER 2013**

**Subject Code: 4120501** **Date: 08-07-2013**

**Subject Name: Business Communication**

**Time: 10.30 am - 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)** Discuss Business Letters In detail. 14

**Q.2** **(a)** What are the Importance of 'Business communication'? 07
**(b)** Define the term 'Business communication'. Explain its Barriers in detail. **07**

**OR**

**(b)** What are the types of Business Letters? **07**

**Q.3** **(a)** Draft a letter to ask catalogue to Ram publisher.
**(b)** What is the Layout of Define the term 'Business communication'? **07**

**OR**

**Q.3** **(a)** Draft a complain Letter for receiving Damaged Goods **07**
**(b)** Draft a Letter to Order goods to Raj Industry. **07**

**Q.4** **(a)** What a Inquiry Letter to Anand Industry with Reference to 'The Industrial Times' **07**
**(b)** Write a Collection Letter to your customer has failed to pay his bill on the due date. **07**

**OR**

**Q.4** **(a)** Draft a Circular Letter to announcing a change in Premises **07**
**(b)** Draft a Letter to Bank that you want to open New Bank account **07**

**Q.5** **(a)** A customer request his bank to stop payment of a cheque. How you communicate With bank in written form? **07**
**(b)** Write a Director of a company to asks the Secretary to include certain important Items in the agenda for discussion in Board Meeting **07**

**OR**

**Q.5** **(a)** A Share holder asks about the company future with a view of increasing his Share holding- Write a Letter. **07**
**(b)** Write a Letter to any one Govt. Office that you Visited. **07**

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