Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MAM - SEMESTER–II • EXAMINATION – SUMMER • 2014

Subject Code: 4120501 **Date: 18-06-2014**

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)**	Define the term 'Business communication'. What is the Importance of 'Business communication'? Explain its Barriers in detail.	**07**
	(b)	Discuss Business Letters In detail. Mention the major components of a business letter in brief.	**07**
Q.2	**(a)**	"Correspondence with customers should be done with utmost care and cordiality" Comment. How can this be ensured in case of reminders and collection letters?	**07**
	(b)	Write a letter to place an order of the Readymade School Uniforms for your stores for the upcoming academic session before the schools reopens.	**07**
		OR	
	(b)	One of your customers had defaulted on payments and yet has placed a fresh order. Write a letter to him reminding of the payments due, and firmly letting him know that in terms of the trade practices of the company, fresh orders would be executed only after the previous dues are cleared.	**07**
Q.3	**(a)**	Write a Letter to share holder about the company's past performance and growth. Also provide the information for the future prospects and projects of the company with a view of increasing his Shareholding.	**07**
	(b)	Draft a letter of complaint from a retailer in furnishings to Rajasthan Handloom House, Jaipur that the curtains supplied to him are of inferior quality and not as per samples shown.	**07**
		OR	
Q.3	**(a)**	Assume that you are the secretary of an Alumni Association of your Institute. You are planning to organize a meeting of the Association. Draft a letter to all the members intimating the date, venue and agenda for the meeting.	**07**
	(b)	You had published a new book on basic of Principles of Management. Write a suitable circular letter to give information to different booksellers and Management Faculties of Institutes.	**07**
Q.4	**(a)**	What do you understand by Sales Letters? What are the objectives of preparing sales letter? What precautions you should take while writing a sales letter?	**07**
	(b)	Your cell phone postpaid bill shows overbilling. Write a complain letter, showing evidence, and seek a temporary as well as a permanent solution.	**07**
		OR	
Q.4	**(a)**	Draft a Letter to Bank that you want to open New Bank account.	**07**
	(b)	Write a status report on a client in form of a letter to Income Tax department who has been dealing with your bank for five years with a regular turnover in his cash credit accounts.	**07**
Q.5	**(a)**	The water supply in your locality (a newly developed one) is irregular. Draft a letter for the Government Water Supply Department to regularize the water Supply or to provide tankers.	**07**

	(b)	As branch manager of a courier service, you receive – with evidence – a complaint of delayed delivery of a parcel. The sender wants the charges back and a compensation of Rs. 5000 for the loss sustained. Write a letter granting partial adjustment under the rules.	**07**

OR

Q.5	**(a)**	Your Institute intends to purchase a heavy-duty Photocopying (Xerox) machine. On behalf of the Institute draft a suitable letter of enquiry. It is important that copier should be able to reduce or enlarge easily.	**07**
	(b)	Play the role of the new Advertising Manager for a Feelings' Gift & Art Gallery Store. On the occasion of "Mother's Day", you had decided to write a sales letter to all customers with the objective to encourage the maximum Customers to Shop from your store for this special day.	**07**

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