Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MAM - SEMESTER–II • EXAMINATION – SUMMER • 2015

Subject Code: 4120501   **Date: 19-05-2015**
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 communication? Which are the different forms of business Communication?	**07**
	(b)	Which are the main barriers of business communication?	**07**
Q.2	**(a)**	Discuss Essential qualities of effective business communication?	**07**
	(b)	Discuss Layout of Business Letter?	**07**

<div align="center">OR</div>

	(b)	Draft a letter placing an order with M/s. Vrajlal & Sons, Bangalore for dry fruits.	**07**
Q.3	**(a)**	Write a complaint regarding short receipt of certain goods.	**07**
	(b)	M/s. Ramji & Co. of Junaghadh writes a letter of inquiry to Juhu agency, Bombay asking them the terms and conditions on which they can supply crockery items. Writer this letter on be-half of M/s. Ramji	**07**

<div align="center">OR</div>

Q.3	**(a)**	Draft a circular letter to announcing a change premises.	**07**
	(b)	Draft a letter delay in collection of cheque.	**07**
Q.4	**(a)**	Write a collection letter of payment.	**07**
	(b)	Letter for transferring the account from one branch to another branch of the same bank.	**07**

<div align="center">OR</div>

Q.4	**(a)**	On behalf of Vishakha Emporuim, Rajkot write a tactful letter cancelling a large order for ready-made garments as the time limit is over.	**07**
	(b)	Write an adjustment letter for a damaged goods.	**07**
Q.5	**(a)**	Letter requesting bank to inform financial status of a business firm.	**07**
	(b)	Letter complaining about non-delivery of a registered letter.	**07**

<div align="center">OR</div>

Q.5	**(a)**	Letter requesting cancellation of demand notice as the firm is non-taxable.	**07**
	(b)	Letter requesting the telephone department for parallel connection on the same number.	**07**

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