

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MAM - SEMESTER-2 • EXAMINATION – WINTER 2016**

**Subject Code: 4120501****Date: 17/11/2016****Subject Name: Business Communication****Time: 10:30 AM to 1:30 AM****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) Explain the term Business Communication. What are different forms of business communication? **07**  
 (b) Explain the Layout of the Business Letter. **07**
- Q.2** (a) Explain Barriers to Business Communication in detail. **07**  
 (b) Draft an Enquire letter to Ajanta Stationery. **07**

**OR**

- (b) Your company is launching a new range of herbal cosmetics. As the sales manager write a letter to a retailer making a firm offer **07**
- Q.3** (a) Draft an order letter for supply of footwear to Fashion Industries Ltd. **07**  
 (b) What are the types of Business Letters? **07**

**OR**

- Q.3** (a) Draft a Complain letter regarding poor performance of a Nokia mobile hand-set. **07**  
 (b) What are the Importance of 'Business communication'? **07**
- Q.4** (a) Draft a sales letter to promote the sales of a new brand of cold drink. **07**  
 (b) Draft a letter to customer reminding him about the overdue bill. **07**

**OR**

- Q.4** (a) Draft a circular letter announcing festival discount on toys. **07**  
 (b) Draft a letter to Bank asking for Locker facility. **07**
- Q.5** (a) Draft a letter requesting cancellation of demand notice as the firm is non-taxable. **07**  
 (b) Draft a letter to employees regarding new promotion policy of the firm. **07**

**OR**

- Q.5** (a) Drafts a reply letter to customer regarding his enquires about the sales discount and other benefits for bulk orders. **07**  
 (b) Draft a letter to books store asking the status of your order. **07**

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