Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY BHMCT- SEMESTER- 2 EXAMINATION - SUMMER 2016

Subject Code: 123306 Date: 09			ate: 09/06/201	/06/2016	
Tiı	me: 1 tructio		Fotal Marks: '	70	
	2. 3.	Make suitable assumptions wherever necessary.Figures to the right indicate full marks.			
Q.1	(a) (b)	What is nature and scope of business communication? What are the channels of communication? Explain any two.		07 07	
Q.2	(a) (b)	Explain upward communication in detail. Explain downward communication in detail. OR		07 07	
	(b)	Explain lateral communication in detail.		07	
Q.3	(a)	Prepare a Memorandum for an employee who comes late frequen reminders.	tly despite oral	07	
	(b)	What are the advantages and disadvantages of E- mail writing. OR		07	
Q.3	(a)	Prepare a notice for all the employees regarding extension of time meet the target.	e for a week to	07	
	(b)	Give the format of E-mail writing.		07	
Q.4	(a)	Dinner Bell Restaurant, Opp. Memnagar fire station, Navrangginquiry for plates to M/S Rao & sons, Ahmedabad.	oura makes an	07	
	(b)	Draft proper reply to the above letter. OR		07	
Q.4	(a) (b)	L.D. Engineering college puts an order of stationary to Navneet P Write a complaint letter of broken goods.	ublication.	07 07	
Q.5	(a) (b)	Prepare minutes of annual general meeting. Prepare an advertisement of chef-knife and butcher knife.		07 07	
Q.5	(a) (b)	OR Prepare agendas for the annual general meeting. Explain agendas of meeting in detail.		07 07	
