Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA (AM) – SEMESTER 2 - EXAMINATION – SUMMER 2016

Subject Code: 4120501 **Date: 21/05/2016**

Subject Name: Business Communication

Time: 10:30 am to 1:30 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)** The success or failure of any business primarily depends upon, how effectively a business communicates. Elucidate the statement, in lines with the importance of business communication and its role in creating success for business. **07**

(b) Explain the important points, which have to be taken care while drafting a business letter. **07**

Q.2 **(a)** This is a sample poorly written complaint letter. Kindly re-write the letter after correcting it. **07**

Dear Sir,
I am very angry because the camera I bought last month is not working properly.

I bought the camera in a shop in Nathan Road, near McDonalds you know. The shop keeper said that it was very good and powerful. It was very expensive. When I returned home and tried to use it, it was no good. I am very disappointed.

I think your shop is cheating me and I am going to lodge my complaint to the consumer court. I will never buy anything from your shop again. I will swear.
Please give me a reply at your earliest convenience.

Yours faithfully
Peter

(b) Discuss the barriers of business communication in detail **07**

OR

(b) Explain the different types of business letter. **07**

Q.3 **(a)** Write a letter to your customer, who has defaulted the payment and in spite of several reminders, he hasn't replied to your reminders. Write a final letter to the customer, with giving reference of all the reminders made in past and also write about your intention to file a case against him, if he does not release payment on immediate basis. **07**

(b) You are running a retail outlet of KFC. Your total staff member is 20. Write an letter to M/s Perfect dresses, to provide a detail quotation for the dress code for 20 staff members. Clearly mentioned the details of the dress code which you require along with the delivery date. **07**

OR

Q.3 **(a)** Draft a letter to Oxford University Press, asking for a catalogue for management books with reference to South Asia. Also ask about the local representative contact details, so that it can be easy for you to order the required books. **07**

(b) You have mistakenly sent a wrong consignment of goods to your loyal client. Write an apology letter to your client, explaining him the reason for this mistake and ensure your client that, this mistake will never be repeated again. **07**

Q.4	**(a)**	You purchased 5 Air Conditioner of Hitachi for your office last year. Now as the Warranty period is over, you want to enquire about the Annual maintenance Contract for all five AC's , Write a letter to the service station for inquiring the terms and conditions along with the price for the Annual maintenance contract.	**07**
	(b)	One of your customer has asked to send the catalogue of the Summer-Autumn collection of your Readymade dresses for ladies. Reply to the letter and give necessary details about the catalogue and also write about how this Summer – Autumn collection is unique.	**07**

OR

Q.4	**(a)**	Recently. Mr Shiv Khera, a world renowned motivational speaker, addressed your students. As a principal of the college, draft a thanks letter to Mr Shiv Khera. You may highlight the student and faculties feedback as well in the letter.	**07**
	(b)	Your department, has been selected as the most performing department of the year in your company. Write a letter of congratulations to all your department employees congratulating them for their excellent performance.	**07**
Q.5	**(a)**	As a member to board of director of a company, you have got an opportunity to purchase an existing business of your competitor. For the same, you have to call a meeting to be held in next week. Kindly mention a brief detail of the business to be purchased with necessary details related to date, time and venue for the meeting.	**07**
	(b)	You are taking a housing loan from a financial institution, hence you have to verify your signature from your bank. Write a letter to the Branch manager, requesting him to verify your signature along with the attached format to the earliest, as you require the same on urgent basis.	**07**

OR

Q.5	**(a)**	Your Account has been unnecessarily debited with some miscellaneous charges. Write a letter to the Branch Manager, asking him to clarify the reason for unnecessary charges, debited into your account.	**07**
	(b)	Write a letter for a second Dish TV connection for your bedroom to your Dish TV service provider. Mention the necessary details about your existing connection and also enquire about the installation charges and monthly rent to avail the second connection.	**07**

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