

GUJARAT TECHNOLOGICAL UNIVERSITY
MAM – SEMESTER II – EXAMINATION – WINTER 2015

Subject Code: 4120501**Date: 14/12/2015****Subject Name: Business Communication****Time: 02.30 PM TO 05.30 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) Explain the meaning and importance of Effective Business communication . **07**
(b) Discuss in length the barriers of Business Communication . **07**

- Q.2** (a) Discuss Levels of communication . **07**
(b) Give the Purpose of meetings and also explain the steps for planning of meeting. **07**

OR

- (b) Explain the word “Minutes” and also What are some specific principles / steps for effective writing of minutes . **07**

- Q.3** (a) Discuss the basic principles for effective business Correspondence . **07**
(b) Draft a letter to ask catalogue to Pearson Publishers . **07**

OR

- Q.3** (a) Discuss the Basic Format of writing Business Letters and also list the types of common Business Letters . **07**
(b) Write an apology letter for poor service and wrong shipment of goods to your regular client . **07**

- Q.4** (a) Write an inquiry letter to ask for more information concerning a product, service or other information about a product or service. **07**
(b) Write a Circular Letter Instructing Employees to Report on Time for Duty . **07**

OR

- Q.4** (a) Draft a Letter to Bank that you want to open a new savings account . **07**
(b) Write a rejection letter – tactfully state your reasons for not taking the job , keeping in mind that you may wish to work for the organization at a later date . **07**

- Q.5** (a) Prepare an Agenda for a meeting to be held next week in your company with the board of directors related to certain important matters . List the important items in the agenda . **07**
(b) Write a Thank you / follow up letter to “Dr. Abdul Kalam” for having a visit as a chief guest at your institute for addressing the students on their graduating ceremony . **07**

OR

- Q.5** (a) Write a covering letter accompanying a financial report of the company to your valued shareholders of the company . Also discussing the future prospects of the company . **07**
(b) Write a Letter to Bank Credit card department , informing about the loss of your credit card and therefore blocking the same . **07**
