

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (AM) - SEMESTER 2 – • EXAMINATION – WINTER 2018

Subject Code:4120501

Date: 24/12/2014

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)** What is communication, how the general communication in daily life is differ from the business communication- give your ideas **07**
- (b)** What are the various types of business communication- Discuss in brief **07**
- Q.2 (a)** Discuss Business Letters In detail. **07**
- (b)** What is the Importance of 'Business communication'? **07**
- OR**
- (b)** What are the barriers of business communication **07**
- Q.3 (a)** Write a letter to place an order of the Readymade School Uniforms for your stores for the upcoming academic session before the schools reopens. **07**
- (b)** Draft a Letter to Bank that you want to open New Bank account **07**
- OR**
- Q.3 (a)** Write a letter to ask for catalogue for opening your new Tea post center. **07**
- (b)** Draft a complain Letter for receiving Damaged Goods. **07**
- Q.4 (a)** With Reference to 'The Industrial Times' write letter to Raj industry for inquiry regarding the raw material for your product (the product is imaginary) **07**
- (b)** For paying a tax to Indian government, draft a letter to financial institution regarding the process of the same **07**
- OR**
- Q.4 (a)** Prepare minutes of meeting, which was organized by your organization as an annual meet of the year- 2014 **07**
- (b)** What do you understand by Sales Letters? What are the objectives of preparing sales letter? What precautions you should take while writing a sales letter? **07**
- Q.5 (a)** Write a Letter to any one Govt. Office that you Visited. **07**
- (b)** What are the steps including at the time of preparing agenda for meeting **07**
- OR**
- Q.5 (a)** Write a Director of a company to asks the Secretary to include certain important Items in the agenda for discussion in Board Meeting. **07**
- (b)** What are the various presentation styles in presentations? **07**
