

GUJARAT TECHNOLOGICAL UNIVERSITY
Diploma Engineering Sem. – IInd - Examination – June/July- 2011
Subject code: 320024

Subject Name: Communication Skill – II (AA)

Date: 06/07/2011

Time: 02:30 pm – 05:00 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. English version is Authentic

- Q.1** (a) Discuss the layout of a business letter. **07**
 (b) Write important tips of telephone manners. **07**
- Q.2** (a) Which are the points one should keep in mind while drafting an effective business letter? **06**
 (b) Write short-notes on following. **08**
 1. Post Script
 2. 'You ' attitude
- OR**
- (b) Write important features of telegram. **08**
- Q.3** (a) The goods which you ordered a month ago, has not been received yet. Write a letter of complain. **08**
 (b) Write a letter to your friend who has lost his mother. **06**
- OR**
- Q.3** (a) Write a letter to a bank manager informing about the lost of your cheque. **07**
 (b) Ask a firm of furniture dealers to send their price list and catalogue. **07**
- Q.4** (a) Write an application for the post of a clerk-cum-typist. **08**
 (b) Your younger brother is careless towards English. Write a letter advising him not to neglect English. **06**
- OR**
- Q. 4** (a) As a secretary of cultural activities, write a report to the principal about the activities carried out during the year in your polytechnic. **08**
 (b) Your friend has won the first prize in exhibition for 'The Best Architectural Model' prepared by him/her. Write a letter of congratulation to him/her. **06**
- Q.5** (a) As an in-charge of student store of your polytechnic, you have received a quotation letter from M/S Nupur Traders, Hanuman Mandir, Baroda. Place an order for your requirement. **07**
 (b) Write a letter to LIC, to get the information about the installment of the policy you are interested in. **07**
- OR**
- Q.5** (a) You are an architect in 'Swarn Shilp', Ahmedabad. Write a report to your employer on your visit to an Architectural place. **07**
 (b) 5 of 10 'Fashion Sewing Machines' supplied to you by A1 Machine Makers, Bombay are defective. Write a suitable letter. **07**
