

**GUJARAT TECHNOLOGICAL UNIVERSITY****Diploma Semester –II Remedial Examination December - 2010****Subject code: 320024****Subject Name: Communication Skill- II ( AA)****Date: 11 /12 /2010****Time: 10.30 am – 01.00 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 Authentic

**Q.1** (a) Effective communication is important. Discuss. **07**  
 (b) What is the lay-out of good business letter? **07**

**Q.2** (a) What are the qualities and importance of report writing? **07**  
 (b) Write a short note on (1) Post script (2) “You attitude” **07**

**OR**

**Q.3** (b) Write a short note on (1) Per Procurationem (2) Inside address **07**  
 (a) What are the physical aspects of business letter ? **07**  
 (b) What are the important points to be kept in mind while writing a telegram? **07**

Based on the following note write a telegram:

“I am going to attend a conference on “Global Warming” to be held at Sydney, Australia from 14<sup>th</sup> June 2010 to 20<sup>th</sup> June 2010. I will be presenting a paper on “The effects of pollution on the Global Warming”. Hence, I will not be able to complete your assignment on time. Sorry for the inconvenience caused to you.”

**OR**

**Q.3** (a) Write a letter to the state bank of India asking for a loan. **07**  
 (b) Write a telephonic conversation between you and the manager of the company from whom you have received a defective consignment. **07**

**Q.4** (a) Write a letter of congratulation to your friend who has been selected in The Indian cricket team. **07**  
 (b) Write a letter to the Raja Publishers from Sanjay Book Depot placing an order for the required books. **07**

**OR**

**Q.4** (a) Write a letter to the Municipal Corporation about the unhealthy conditions in your locality. **07**  
 (b) Write a letter to your principal to issue you a bonafide certificate. **07**

**Q.5** (a) Write a suitable application along with your bio-data to a reputed firm in Delhi for the post of Designer. **07**  
 (b) Write a report to your principal about your recent visit to the newly constructed mall. **07**

**OR**

**Q.5** (a) Applications are invited from an experienced Architect for constructing a multiplex cinema hall from a reputed firm in Australia. Write an application along with your bio-data to the address given: Sun Rise Towers, Kings Road, Meadow Bank, Sydney, Australia **07**  
 (b) Write a report to the administrative office about the damage caused by the fire to the building. **07**