

GUJARAT TECHNOLOGICAL UNIVERSITY

Diploma Examination Sem-I Winter Exam Jan.2012

Sub .code:320024

Sub. Name:Communication Skills II. (AA)

Date:11/01/2012

Time:10:30am-1.00pm

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) Explain the importance of business letter? Write the physical aspects of a good business letter. **07**
- (b) Give a general layout of a business letter and briefly discuss its points. **07**
- Q.2** Write short note on the following.
- (a) (1) Conciseness (2) courtesy in business letter. **07**
- (b) (1) Post script (2) Inside address. **07**
- OR**
- (b) What are the qualities and importance of report writing? **07**
- Q.3** (a) As a purchase officer of m/s. Fashion Emporium, Ashram road, A'bad, draft a letter of complaint for not receiving 'Shiny Sweetu Suits ' ordered by you. Inform the supplier that you will be compelled to cancel the order if the order is not executed immediately. **07**
- (b) Gandhi & Sons, Fort, Mumbai, received a complaint from Mausam & Company, Station Road, Surat, for receiving their umbrellas very late, write a letter of adjustment on behalf of Gandhi & Sons. **07**
- OR**
- Q.3** (a) You are in receipt of some boxes of goods ordered by you. On unpacking the boxes you find some of the goods defective. Write a letter of complaint to your supplier. **07**
- (b) Draft an application with your complete bio-data for the post of Asst.Architect, address it to the General Manager, Dream Interiors, Mahatma Gandhi Road, Baroda. **07**
- Q.4** (a) Write a letter to Chandragupta & Sons, Surat, giving quotations and terms and conditions for certain trade. **07**
- (b) Discuss the important points to be kept in mind while writing a telegram. **07**
- OR**
- Q.4** (a) A fire has broke out in the production unit of your firm. Write a report about the mishap listing causes of the fire and suggesting means to avoid such accidents in future. **07**
- (b) As a secretary of Fine Arts Club of your college, draft a report about the activities during the year 2010-2011. **07**

- Q.5** (a) Write a letter to the Police Commissioner for rigorous patrol at your area giving concrete reasons. **07**
- (b) Draft a conversation between you and your friend discussing future career plans after completion of diploma studies. **07**
- OR**
- Q.5** (a) Write a letter to your friend to arrange a get together of all school friends whose addresses and phone numbers your friend has. **07**
- (b) Discuss telephone manners. **07**
