

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**DIPLOMA ENGINEERING – SEMESTER – 1,2(OLD) • EXAMINATION – SUMMER - 2018**

**Subject Code: 320024**

**Date: 01/06/18**

**Subject Name: Communication Skill-II (AA)**

**Time: 02:30 PM TO 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)** Explain the importance of business letter ? What are the physical aspects of a good business letter? 07

(b) Explain general layout of business letter, briefly discuss all points. 07

**Q.2 (a)** What is report ? What are the different types of reports? What are the main characteristics of a good report? 07

**Q.2 (b)** Write short notes on : 07  
(1) Post script (2) Discuss telephone manners

OR

(b) "Every business letter must be 'you attitude' letter". Discuss 07

**Q.3(a)** There is an advertisement in the local daily news paper for the post of Sr. Architecture. Write an application with your bio-data and experience to the M/S Joshi and Mehta Architectural Associates, Subhanpura, Vadodara. 07

(b) Write a letter to your friend giving reasons for not attending his marriage. 07

OR

**Q.3(a)** You are the reporter of "The Hindu" News Paper at Mangalore. Write your report after visiting the recent Air-India Plane crash at Mangalore airport. 07

**Q.3(b)** Write a letter to your friend who has lost his father in an accident. 07

**Q.4(a)** You are Aum, a staff reporter of Times of India. You have witnessed a severe road accident involving a Truck and car..Write a report including details about the number of people injured and extent of damage caused to the colliding vehicles. 07

(b) Inquiry for steel furniture:- Naman Furniture, Ghee Kanta Crossing, Ahmedabad, makes inquiry with 'Godrej Ltd., Mumbai, about steel furniture 07

OR

**Q.4 (a)** As a General secretary of cultural activities, draft a report on the activities undertaken during the year in your polytechnic. 07

(b) As a purchase manager of Sai Computers, 9 Naidu road, Hyderabad, you had ordered two dozen PC from Hindustan Computers Ltd., 140 M.G. Road, Banglore. When the parcel arrived, you found some of the pieces in the damaged condition. Write a complain letter. 07

Q.5 (a) Write a letter to your younger sister Nupur, congratulating for the first rank in H.S.C. Science stream examination and guide her for selection of future course of study. 07

(b) You are diploma holder in Architecture Assistantship. You are interested for further study in degree course. Your father wants you to marry. Frame telephonic conversation with your father. 07

OR

Q.5 (a) Write a letter to open your bank account. 07

(b) Write a letter of invitation to a well known architect of Ahmedabad to deliver a lecture in Two days seminar, arranged by your institute.

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