

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

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

**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**

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