

# C.U.SHAH UNIVERSITY

## Winter Examination-2015

Subject Name : Business Communication

Subject Code : 4CO04EMA1

Branch : B.Com

Semester : 4 Date :24/11/2015 Time : 2:30 To 5:30

Marks : 70

Instructions:

- (1) Use of Programmable calculator & any other electronic instrument is prohibited.
- (2) Instructions written on main answer book are strictly to be obeyed.
- (3) Draw neat diagrams and figures (if necessary) at right places.
- (4) Assume suitable data if needed.

- Q-1 Choose the correct options from the given bracket and rewrite the sentence. (14)**
- a) Saying 'goodbye' by waving hand is \_\_\_\_\_ communication.  
(Verbal, Non-verbal, Vocal)
  - b) When an assistant manager sends a circular to his CEO, it is \_\_\_\_\_ flow of communication. (Downward, upward, horizontal)
  - c) My father bought \_\_\_\_\_ H. M. T. watch for me on my birthday. (A, An, The)
  - d) Talking with friends in hotel is considered \_\_\_\_\_ communication. (Formal, Informal, Grapevine)
  - e) C. C. in business letter stands for \_\_\_\_\_. (Copy control, Copy Circulated to, Copy cancel)
  - f) Writing a letter to your uncle to invite at engagement ceremony will be a \_\_\_\_\_ letter. (Formal, Informal, circular)
  - g) \_\_\_\_\_ is the first principle to be followed in business letter.  
(Consideration, Courtesy, Conciseness)
  - h) Staring at one object at the time of presentation shows \_\_\_\_\_ level of confidence.  
(High, Low, Medium)
  - i) Proxemics is \_\_\_\_\_ based non-verbal communication. (Touch, Body, Distance)
  - j) My younger brother \_\_\_\_\_ in this company for last two months.  
(is working, has been working, worked)
  - k) I don't know \_\_\_\_\_ the English Teacher behaves rudely with me.  
(when, where, why)
  - l) Which one of these is the correct spelling? (etiquette, atiquet, Aetiquette)
  - m) The airplane was flying \_\_\_\_\_ my head. (on, above, over)
  - n) \_\_\_\_\_ of the boys of the class was allowed to attend a seminar yesterday. (All, Each, Some)

**Attempt any four from Q-2 to Q-8.**

- Q-2 Attempt all questions (14)**
- (a) Define 'Communication'. Discuss the various levels of communication with relevant examples. (07)



- (b) What is formal communication? Discuss the various networks of communication with diagram. (07)
- Q-3 Attempt all questions (14)**
- (a) Write a detail note on ‘Paralanguage’ as a non-verbal communication. (07)
- (b) Write a detail note on ‘Kinesics’. (07)
- Q-4 Attempt all questions (14)**
- (a) How the business communication is different to general communication? - Discuss (07)
- (b) Write a note on ‘Process of Communication’ with relevant diagram. (07)
- Q-5 Attempt all questions (14)**
- (a) Ideal Garments , Jawahar Road, Surendranagar places an order of readymade garments to one of the authorized Raymond Dealers in Mumbai. Write an order letter for garments you need as festive season is near. (Use Complete Block Style) (07)
- (b) Shiv International Hotel receives a parcel of Crockery items ordered to one of the Ceramic Companies in Morbi. The parcel was found in damaged condition when it was unpacked. Draft a suitable complaint letter and ask for the adjustment. (Use Complete Block Style) (07)
- Q-6 Attempt all questions (14)**
- (a) As a Sales Manager, draft a suitable sales letter to boost up a sale of credit card of Peoples Bank of your town. (Use Modified Block Style). (07)
- (b) Prepare a list of elements which are used in writing business letter. (07)
- Q-7 Attempt all questions (14)**
- (a) As a Marketing Manager of Elite Engineering works, Rajkot, draft a suitable reply letter to the company for cancellation of the order of Mattress. (07)
- (b) As a Supervisor of a manufacturing unit of plastic company of your town, write a letter of complaint for receiving wrong consignment from the dealer. (07)
- Q-8 Attempt all questions (14)**
- (a) As the Owner of the Balaji Housing Ltd., Ahmedabad, you had received a delay payment for the duplex you had sold to one of the customers in Ahmedabad. As a customer, write a request letter to the owner for demanding extension in making payment after due date. (07)
- (b) As a Librarian of the Commerce College, invite a quotation to S. Chand Publications, New Delhi, demanding for 1000 books for commerce subjects. Invent necessary details. (07)

