

Enrollment No: \_\_\_\_\_

Exam Seat No: \_\_\_\_\_

# C.U.SHAH UNIVERSITY

## Summer Examination-2017

Subject Name: Business Communication

Subject Code: 4CO04EMA1

Branch: B.Com.

Semester : 4

Date : 26/04/2017

Time :10:30 To 01:30

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. Attempt the following questions: 14**

- a) Verbal communication is divided into following divisions
  - a. Sign language & body language
  - b. Visual signs & audio signs
  - c. Oral & Written
  - d. Kinesics & proximity
- b) In AIDA in sales letter 'D' stands for
  - a. deny
  - b. desire
  - c. data
  - d. development
- c) Non-verbal communication is divided into following divisions
  - a. Sign language & body language
  - b. Visual signs & audio signs
  - c. Oral & Written
  - d. Kinesics & proximity
- d) The word 'communication' has been derived from
  - a. a French word
  - b. a Latin word
  - c. an English word
  - d. an Arabic word
- e) Which type of communication has legal validity
  - a. Oral communication
  - b. Sign language
  - c. Body language
  - d. Written communication
- f) The process of converting thoughts into suitable words is called
  - a. encoding
  - b. decoding
  - c. feedback
  - d. channel
- g) Literacy is essential in following type of communication
  - a. Oral communication
  - b. Non-verbal communication
  - c. Written communication
  - d. Eye-contact
- h) In AIDA in sales letter the first 'A' stands for
  - a. ability
  - b. attempt
  - c. attention
  - d. attendance
- i) Pitch, tone & volume involves
  - a. Paralanguage
  - b. Gestures
  - c. Proximity
  - d. Postures
- j) Proximity denotes
  - a. The space & distance
  - b. Touch
  - c. Facial expression
  - d. Eye contact
- k) "Our parcel against our order was received in a damaged state" can be a line in which of the following type of letter?
  - a. Enquiry letter
  - b. Order letter
  - c. Reply to enquiry letter
  - d. Complaint letter
- l) 'Please send us your illustrated catalogue and price list' can be a line in which of the following type of letter?



- a. Enquiry letter  
 c. Reply to enquiry letter
- b. Order letter  
 d. Complaint letter
- m) 'Thanks for your letter of enquiry' can be a line in which of the following type of letter?  
 a. Enquiry letter  
 c. Reply to enquiry letter
- n) Communication means  
 a. Sharing tiffin  
 c. Sharing thoughts
- b. Order letter  
 d. Complaint letter
- b. Sharing dress  
 d. Sharing one house

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

- Q-2 Attempt all questions (14)**  
 a) Write the difference between body language & sign language. (5)  
 b) Classify the different channels of communications. (5)  
 c) Make a comparative study of horizontal and diagonal communication. (4)
- Q-3 Attempt all questions (14)**  
 a) Write the difference between oral and written communication. (5)  
 b) Distinguish between downward and upward communication. (5)  
 c) Write a short note on verbal communication. (4)
- Q-4 Attempt all questions (14)**  
 a) Write the key elements about the process of communication. (7)  
 b) Write in detail about non-verbal communication. (7)
- Q-5 Attempt all questions (14)**  
 a) What is communication? Write the nature & scope of communication. (7)  
 b) Discuss the various directions of communications. (7)
- Q-6 Attempt all questions (14)**  
 a) What do you understand by Kinesics? Discuss its various aspects. (7)  
 b) Compare and contrast between verbal communication & non-verbal communication. (7)
- Q-7 Attempt all questions (14)**  
 a) Draft a suitable letter of enquiry on behalf of a college to BBC Furniture, Ahmedabad for purchasing of furniture required for the college. (7)  
 b) Draft a letter on behalf of Hotel Paradise to ABC Electronics, Rajkot placing order for different size of Televisions for the hotel rooms. (7)
- Q-8 Attempt all questions (14)**  
 a) Your import of shirts from China reveals that they are buttoned on the left flap (as against the right flap in India). Write a letter of complained to the supplier refusing the goods. (7)  
 b) Write a letter of adjustment against the complaint about the damaged material supplied. (7)

