Enrollment No: _	Exam Seat No:
	C.U.SHAH UNIVERSITY
	Summer Examination-2017

Subject Name: Business Communication

Subject Code: 4MS02BCN1 Branch: BBA

Semester: 2 Date: 04/05/2017 Time: 02:00 To 05:00 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)	Define Communication	01
	b)	Which are the different interpersonal roles of Manager?	01
	c)	Physical Distractions cause Miscommunication. (True/False)	01
	d)	What do you mean by Diagonal Communication?	01
	e)	Which type of Organizational structure is followed in contemporary time?	01
	f)	Define Entrepreneur.	01
	g)	Which are the types of Communication?	01
	h)	Give any two causes of Miscommunication.	01
	i)	Define Agenda.	01
	j)	What do you mean by encoding of the message?	01
	k)	An instruction given by a sales manager to his salesmen is an example of Communication. (Horizontal/Upward/Downward)	01
	l)	What is grapevine?	01
	m)	Which are the different informational roles of Manager?	01
	n)	What do you mean by Minutes of Meeting?	01
Attemp	ot any f	our questions from Q-2 to Q-8	
Q-2		Attempt all questions	(14
	a.	What are the salient features of a Business report?	07
	b.	Write a letter to Sales India and ask for a catalogue of Air Conditioners.	07
Q-3		Attempt all questions	(14
	a.	Discuss briefly the structure of minutes.	07
	b.	You have purchased a Motorola Mobile from a reputed store but the mobile phone is not giving desired results. Write a complain letter to Motorola company and ask for the replacement of the mobile.	07



Q-4		Attempt all questions	(14)
	a.	Discuss the types of formal reports.	07
	b.	Write a letter to Employee Union requesting them to work for one more hour to complete the assignment within stipulated time frame.	07
Q-5		Attempt all questions	(14)
	a.	How do you differentiate business letter from personal letter? Give examples.	07
	b.	Write a letter to your Shareholders regarding general meeting citing the fear of hostile takeover by big company.	07
Q-6		Attempt all questions	(14)
	a.	Assume that you are the chairman of a committee appointed by the president of the Employees Union of Universal Electronics Ltd., Hyderabad, to look into the complaints against the functioning of the canteen on the premises and suggest for improvement.	07
		1. Prepare an outline for the report.	
	1.	2. Write also an introduction to the report.	07
	b.	Write a letter to the income tax authorities regarding the delay in the payment of	07
0.7		the refund.	(14)
Q-7	0	Attempt all questions Assume that you are the secretary of students' union. You are expected to plan	07
	a.	the various extra-circular activities of students. 1. Prepare Notice and Agenda.	U7
	,	2. Write the Minutes of the above meeting.	0.5
	b.	Write a letter to Registrar of GNFC requesting them to issue duplicate share certificates as you have lost your original certificates.	07
Q-8		Attempt all questions	(14)
	a.	Assume that as the chief engineer of Bharat Electronics Ltd., Ahmedabad, you	07
		have written a report to the Managing Director of your company about the	
		suitability of the site for the establishment of a new factory in Nadiad. Now,	
		inventing the necessary details, prepare the 'Table of Contents' for this report.	
	b.	Discuss briefly the structural elements of a business letter.	07

