

Enrollment No: _____ Exam Seat No: _____

C. U. SHAH UNIVERSITY
Summer Examination-2018

Subject Name: Business Communication

Subject Code: 4CO04EMA1

Branch: B. Com

Semester: 4

Date: 08/05/2018

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) The word 'communication' has been derived from _____ word.
a. a French b. a Latin c. an English
- b) 'Communication' means to share _____.
a. house b. dress c. thoughts
- c) Body language, in other words is called _____.
a. kinesics b. sign language c. verbal communication
- d) The word 'verbal' means
a. using of words b. using of symbols c. using of sounds
- e) When the CEO of the company is communicating to his secretary, it is called _____ flow of communication.
a. upward b. downward c. horizontal
- f) Gestures are _____.
a. positions adopted by body b. reflections on face c. small body movements
- g) 'The goods are received in a damaged condition, hence I have to ask for a replacement or refund', can be a line of
a. an order letter b. a complaint letter c. an enquiry letter
- h) Effective body language requires _____.
a. graceful movements b. standing like statue c. careless movements
- i) Which of the followings involves touch?
a. proximity b. paralanguage c. haptics
- j) Tone and voice can be one of the manner of
a. proximity b. paralanguage c. haptics
- k) Paralanguage concerned with
a. distance / space b. touch c. tone and voice
- l) Literacy is essential in which type of communication?
a. oral b. written c. non-verbal
- m) 'Please send me your illustrated catalogue and price list.' can be a line of
a. an order letter b. a complaint letter c. an enquiry letter
- n) In non-verbal communication the word 'proximity' denotes to _____.
a. the space and distance maintained b. touch c. tone and voice

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

Q-2 Attempt all questions (14)

- a) Compare and contrast between verbal & non-verbal communication (7)
- b) Write the difference between oral and written communication. (7)



- Q-3 Attempt all questions (14)**
- a) Write a detail note on body language. (7)
- b) What do you understand by communication? Write the definition and process of communication and draw its diagram. (7)
- Q-4 Attempt all questions (14)**
- a) Write the advantages and disadvantages of formal and informal channel of communication. (7)
- b) Discuss in detail the various directions of communication. (7)
- Q-5 Attempt all questions (14)**
- a) Write the nature and scope of communication. (7)
- b) Write the characteristics of written communication. State its advantages and disadvantages. (7)
- Q-6 Attempt all questions (14)**
- a) Write Short notes on: (7)
- i) Upward communication ii) Different types of business letters
- b) Write short notes on (7)
- i) Verbal communication ii) Horizontal communication
- Q-7 Attempt all questions (14)**
- a) Write a complain letter to Comfort Industry, Surat for the delay in supplying saris to your showroom at Mumbai. (7)
- b) Place an order in tabular form for ball-pens, refills, and pencils for your shop of office stationeries. (7)
- Q-8 Attempt all questions (14)**
- a) You want your new multi-storied hotel rooms to be air-conditioned. Write a letter of enquiry to Power Electronics, Mumbai stating your purpose and asking for the price list, quotation, sample etc. and for a survey of the place. (7)
- b) Write a letter of adjustment admitting the fault that has occurred while in dispatching the gents' shirts to a ladies dress show room. (7)

