

Enrollment No: _____

Exam Seat No: _____

C. U. SHAH UNIVERSITY

Summer Examination-2019

Subject Name: Business Communication

Subject Code: 4CO04EMA1

Branch: B. Com.

Semester: 4

Date: 01/05/2019

Time: 02:30 To 05:30

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 a _____ word.
a. Spanish b. Latin c. Greek
- b) 'Communication' means to share _____.
a. house b. dinner c. thoughts
- c) The word kinesics refers to _____.
a. body language b. sign language c. verbal communication
- d) The word 'verbal' means
a. using of words b. using of symbols c. using of sounds
- e) _____communication starts from the people of the lowest level and reaches to the top.
a. upward b. downward c. horizontal
- f) Gestures are _____.
a. positions adopted by body b. reflections on face c. small body movements
- g) The communication takes place between the departments or people on the same level in an organizational structure is called __communication.
a. upward b. downward c. horizontal
- h) Effective body language requires _____.
a. graceful movements b. standing like statue c. careless movements
- i) Which of the followings involves distance / space?
a. proximity b. paralanguage c. haptics
- j) Sound and pitch 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) 'We enclose our order for 200 Ultra carburetor kits', can be a line of _____.
a. an order letter b. a complaint letter c. an enquiry letter
- n) The quality of goods is not satisfactory', can be a line of _____.
a. an order letter b. a complaint letter c. an enquiry letter

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

Q-2 Attempt all questions (14)

- a) What is communication? Draw the diagram of non-verbal communication (7)



- and elaborate it.
- b) Elaborate with examples about the differences between upward and downward communication. (7)
- Q-3 Attempt all questions (14)**
- a) Kinesics refers to body language. What do you understand by it? Explain. (7)
- b) Write the definition and process of communication and draw its diagram. (7)
- Q-4 Attempt all questions (14)**
- a) Write in detail the nature and scope of communication. (7)
- b) Write the characteristics of written communication. State its advantages and disadvantages. (7)
- Q-5 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-6 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-7 Attempt all questions (14)**
- a) You have received wrong goods instead of the ordered ones. Write a complaint letter to the supplier giving all the necessary details like date, invoice no., item/ items etc. (7)
- b) Place a trial order for Rite watches manufactured by Samay Udyog. Give the details of your requirements. (7)
- Q-8 Attempt all questions (14)**
- a) You want different sizes of T. Vs for your multi-storied hotel rooms at Surendranagar. Write a letter of enquiry to Power Electronics, Rajkot, stating your purpose and asking for the price list, quotation etc. (7)
- b) Apologizing for the delay in supply of the goods write an adjustment letter against the complaint letter on the above matter. (7)

