

**C. U. SHAH UNIVERSITY**  
**Winter Examination- 2019**

**Subject Name: Business Communication**

**Subject Code: 4CO04EMA1**

**Branch: B.Com**

**Semester: 4**

**Date: 24/09/2019**

**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) Blowing horn by vehicles is a kind of \_\_\_\_\_.  
a. visual sign                                  b. audio sign                                  c. body language
- b) One of the examples of visual sign can be  
a. shaking hands                                  b. zebra crossing                                  c. whistling
- c) The word communication means \_\_\_\_\_.  
a. sharing room                                  b. sharing dress                                  c. sharing thoughts
- d) Which of the followings comes under oral communication?  
a. audio sign/video sign                                  b. lectures/seminar                                  c. notice/circular
- e) Paralanguage involves \_\_\_\_\_.  
a. Sound; voice; pitch etc                                  b. gestures                                  c. postures
- f) Verbal communication is divided into which of the following divisions?  
a. sign language/ body language                                  b. visual signs/ audio signs                                  c. oral/written
- g) \_\_\_\_\_communication starts from the people of the highest level and reaches to the down level.  
a. upward                                  b. downward                                  c. horizontal
- h) The word 'communication' has been derived from \_\_\_\_\_.  
a. an Indian word                                  b. a Latin word                                  c. an English word
- i) A raised eyebrow is a kind of  
a. Facial expression                                  b. gestures                                  c. postures
- j) 'We received our ordered items very late than the required date' can be a line in which of the following type of letters?  
a. complaint letter                                  b. enquiry letter                                  c. order letter
- k) 'We give below our order for the following items', can be a line of which of the following type of letters?  
a. complaint letter                                  b. enquiry letter                                  c. order letter
- l) The terms *downward*, *upward*, *horizontal*, *inward* and *outward* etc. are related to \_\_\_\_\_ of communication.  
a. process                                  b. direction                                  c. classification
- m) 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
- n) Which of the followings involves touch?  
a. proximity                                  b. paralanguage                                  c. haptics



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

- Q-2 Attempt all questions (14)**
- a) What is communication? Write the definition of communication. Explain the nature and scope of communication. 7
  - b) Write in detail about the classification of communication. 7
- Q- 3 Attempt all questions (14)**
- a) Write the characteristics of written communication. State its advantages and disadvantages. 7
  - b) Write the difference between oral and written communication. 7
- Q- 4 Attempt all questions (14)**
- a) Discuss the various directions of communication. 7
  - b) Explain the process of communication with diagram. 7
- Q-5 Attempt all questions (14)**
- a) Compare and contrast between verbal & non-verbal communication. 7
  - b) State the difference between upward and downward communication with examples. 7
- Q- 6 Attempt all questions (14)**
- a) Write a detailed note on non-verbal communication. And draw its diagram. 7
  - b) Write the advantages and disadvantages of formal and informal channels of communication. 7
- Q- 7 Attempt all questions (14)**
- a) Write an enquiry letter about the newly launched LCD projector to Ujjal Electronics Ltd., Mumbai for your large technical coaching centre. 7
  - b) Place an order in tabular form for Office-chairs, tables, and cup-boards for your newly built Office. 7
- Q- 8 Attempt all questions (14)**
- a) Write a sales letter to your customer arousing interest for the ceiling fans with LED having less electricity consumption technology. 7
  - b) Write a complain letter to Utshav Pvt. Ltd, Jaipur, for the reason that the firecrackers are delivered to you very late than the required date which would serve no purpose. Ask for an immediate refund. 7

