

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

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

# C. U. SHAH UNIVERSITY

## Winter Examination-2022

**Subject Name: Business Communication**

**Subject Code: 5CS01CBS1**

**Branch: MCA**

**Semester: 1**

**Date: 13/03/2023**

**Time: 10:30 To 01:00**

**Marks: 70**

### **Instructions:**

- (1) Use of Programmable calculator and 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.
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### **SECTION – I**

- Q-1 Attempt the Following questions (07)
- a. What is the meaning of Communication?
  - b. Write any two Employability skills.
  - c. What is Non-verbal communication?
  - d. What is Promotion Interview?
  - e. What is Semantic Barrier?
  - f. What is the meaning of Kinesics?
  - g. What is Sign Language?
- Q-2 Attempt all questions (14)
- A Write a note on Non-Verbal Communication. 07
- B Write different types of Kinesics. 07
- OR
- Q-2 Attempt all questions (14)
- A Clearly distinguish between group discussion and debate. 07
- B Discuss key elements of Presentation. 07
- Q-3 Attempt all questions (14)
- A Discuss the advantages and disadvantages of Video Conference . 07
- B What are the characteristics Effective Meeting? 07
- OR
- Q-3 A Why interview is important? Discuss the role of candidate in job interview. 07
- B Draft a resume to Nav Nidarshan Plastics PVT, Ltd, Gandhinagar applying for the post of an Accounts Assistant. 07



## SECTION – II

- Q-4 Attempt the Following questions (07)
- What is Group Discussion?
  - Write any 3 meeting etiquette.
  - Why Leader and Members are important in Group Discussion?
  - What is Grievance Interview?
  - How many types of Report?
  - What is the purpose behind report writing?
  - What is a Fax?
- Q-5 Attempt all questions (14)
- A Advantages and disadvantages of Email. 07
- B What is Personality Development? Write Signification or Importance of Personality Development 07
- OR
- Q-5
- A Difference between Oral Communication and Written Communication. 07
- B Write a note on Routine reports. 07
- Q-6 Attempt all questions (14)
- A M/S Agrawal & Co., J-B Super Market, Connaught Place, New Delhi intend to purchase electric fans of different types and sizes. On their behalf write a suitable trade inquiry letter to their prospective suppliers. 07
- B On behalf of an educational institute place an order with Kitab Stall, subscribing for various books. 07
- OR
- Q-6 Attempt all Questions
- A What is a Business Reports? Write types of Business report. 07
- B Importance of Personal Grooming. 07

