

B.B.A. Semester - 1 (CBCS) Examination**Nov./Dec. -2018 (Old Course)****COMMUNICATION SKILLS & BUSINESS WRITING(FOUNDATION)****Time: 2:30 Hours****Marks: 70****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

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- Que-1 Answer the following questions in one line (10)
1. Who is sender?
 2. What does green color mean?
 3. What is Encoding?
 4. Give an example of communication by symbol
 5. How does new born baby communicate?
 6. Define verbal communication.
 7. Give one disadvantage of written communication
 8. Hugging is an example of which communication verbal or non verbal?
 9. What is tone?
 10. From which language is the word communication derived?
- Que-2 (a) Answer the following questions (Any Three) (15)
1. Discuss advantages and disadvantages of written communication.
 2. Explain proxemics in your words.
 3. What is non verbal communication? Explain eye contact in detail.
 4. Explain Paralinguistic.
 5. What is the importance of communication for managerial employees?
- Que-2 (b) Short Notes (Any Two) (15)
1. Signs & Symbols
 2. Body languages
 3. Oral Communication
 4. Visual Communication
- Que-3 Attempt Any Two Reports (10)
1. Draft an Annual Progress Report of Planet Iron Pvt. Ltd. Co as a General Manager.
 2. Prepare Report of Expansion of Sirmora Business Firm in Gujarat on behalf of Committee Head.
 3. Make a Report on shortage of Employees in Vadila Info Tech Company on behalf of H.R. Manager.
 4. Draft a Report on 'Cleanliness Campaign' organized in your college.
- Que-4 Answer the following Question (Any One) (10)
1. Draft a Notice, Agendas & Minutes for Annual General Meeting of Jio Teleom.
 2. Write a Memo to Head Clerk for improving computing skills.
- Que-5 Answer the following Question (Any One) (10)
1. Prepare a Handout of Competitive Coaching Classes going to start in your city for graduate students.
 2. Draft a Brochure of Bike Offers during Diwali in Well known Showroom of Junagadh.
