

B.B.A. Semester - 1 (CBCS) Examination**Oct/Nov. -2019 (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. What is feedback in the process of communication?
 2. What does red color mean?
 3. The person who interprets the message is known as...
 4. Define communication.
 5. What does it mean when there is silence in college?
 6. How do you communicate by fingers?
 7. Sending letter to principal is what type of communication?
 8. Define Encoding.
 9. What is paralinguistics?
 10. From where is the word communication originated?
- Que-2 (a) Answer the following questions (Any Three) (15)
1. Discuss advantages and disadvantages of oral communication.
 2. Discuss gestures in detail.
 3. Explain written communication in detail.
 4. Describe the process of communication.
 5. What is the value of communication for executives in modern era?
- Que-2 (b) Short Notes (Any Two) (15)
1. Symbols
 2. Posture
 3. Colors
 4. Proxemics
- Que-3 Attempt Any Two Reports (10)
1. Draft an Individual Report on Condition of Production Department of Wipro Cement after establishment within 6 months as a Manager.
 2. Draft a Report on 'Celebration of Mahatma Gandhi Jayanti on 2nd October' in your college.
 3. Make a Report on Possibilities of starting a new unit of Bharat Gas Plant in Junagadh.
 4. Prepare a Report on 'Academic Tour of IMA' by your college.
- Que-4 Answer the following Question (Any One) (10)
1. Prepare Minutes of Monthly Meeting by College Principal.
 2. Make a circular regarding 'Celebrating 31st October as World Unity Day' by Government of India.
- Que-5 Answer the following Question (Any One) (10)
1. Draft a leaflet of Mind Power Seminar going to be organized by expert in your own.
 2. Draft a Brochure of Newly Opened Resort in Diu.
