

B.B.A. Semester - 1 (CBCS) Examination**Jan/Feb.-2022 (OLD COURSE)****COMMUNICATION SKILLS & BUSINESS WRITING(FOUNDATION)****Time: 1:30 Hours****Marks: 42****Instructions:**

1. Figures to the right indicate marks.
2. There are five questions in the question paper.
3. Answer any three of the following questions.

Que-1 (A) Answer the following questions in one line (08)

1. What is Encoding?
2. What is Decoding?
3. What is Channel in communication?
4. What is Feedback?
5. Define Paralinguistic.
6. Define Communication.
7. What is Proxemics?
8. Draw any one traffic symbol conveying specific message.

Que-1 (B) Answer the following questions (06)

1. Discuss advantages of Written communication.
2. Discuss Postures in briefly.
3. Explain Para language in briefly.

Que-2 Write Short Notes (Any Two) (14)

1. Symbols
2. Facial Expression
3. Time
4. Touch

Que-3 Attempt Any Two Reports (14)

1. Draft a Monthly Progress Report of Sales Department of Atul Auto Pvt. Ltd. Rajkot as a Manager.
2. Draft a Report on 'Run for Unity' campaign organized in your city.
3. Make a Report on Possibilities of starting another branch of HDFC Bank in Junagadh.
4. Prepare a Report on Industrial Visit of Star Cement Factory, Surat as a management student.

Que-4 Answer the following Question (14)

1. Prepare a Notice for next AGM of Tata Group of Motors containing various agendas.
2. Draft a circular about declaring Diwali Vacation for the university on behalf of Registrar of university.

Que-5 Answer the following Question (14)

1. Draft a leaflet of Mega Sales of Electronic Items in your city during Diwali Festival.
2. Draft a Brochure advertising newly constructed Township in Keshod.
