

B.B.A. Semester - 1 (CBCS) Examination**Oct/Nov-2023 (Syllabus Year - 2016)****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 communication?
 2. What is feedback?
 3. What is the role of sender in communication?
 4. What is decoding?
 5. How do you communicate using sign?
 6. How does black color communicate?
 7. What is encoding?
 8. What is kinesics?
 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 of oral communication.
 2. Discuss gestures in detail.
 3. Explain disadvantages of written communication.
 4. Explain the process of communication
 5. Why are communication skills important?
- Que.2(B) Short Notes. (Any Two) (15)
1. Symbols 3. Colors
 2. Posture 4. Touch
- Que.3 Attempt Any Two Reports. (10)
1. Universe Industries appoints a committee to look into the causes of employees' problems and need to provide basic facilities to them. Prepare a committee report.
 2. Prepare an individual report on causes of decline in sale of smart phones of Zidus Electronics Company, Pune and provide suggestions for improving sale ratio.
 3. Make an individual report on damage to raw material unit due to fire in the Max Tech Company, Ahmedabad and submit to the Board of Directors for necessary actions.
 4. Draft a committee report on suitability of establishing a plastic good manufacturing company in Jamnagar by doing some research with the help of team members.
- Que.4 Answer the following Question (Any One) (10)
1. Prepare Minutes of Annual Meeting by Board of Directors of Raj Cement Pvt. Ltd. Surat.
 2. Prepare a Notice of Meeting with agendas by Secretary for the Board of Directors of Raj Cement Pvt. Surat.
- Que.5 Answer the following Question. (Any One) (10)
1. Prepare a questionnaire on reading English newspapers by college students in their routines.
 2. Draft a leaflet of newly opened restaurant in your city advertising discount offers on various cuisines.
