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RR-0336

First Year B. Com. (Honours) Examination

March / April – 2010

Business Communication

Time : **3** Hours] [Total Marks : **70**

Instructions :

(1)

નીચે દર્શાવેલ ☛ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fillup strictly the details of ☛ signs on your answer book.

Name of the Examination :

☛ **F. Y. B. Com. (Honours)**

Name of the Subject :

☛ **Business Communication**

☛ Subject Code No. : **0 3 3 6** ☛ Section No. (1, 2,.....) : **Nil**

Seat No. :

Student's Signature

(2) Figures to the **right** indicate full marks.

(3) All questions are **compulsory**.

1 Mention important qualities of a good business letter. **10**

2 What is group discussion? What roles do people play in group discussion? **10**

3 Explain the impact of para-language on non-verbal communication. **10**

4 Discuss the advantages and disadvantages of written communication. **10**

5 Explain why communicating clearly across cultures is important to business. **10**

6 What prevents good listening? **10**

7 Write short notes : (any **two**) **10**

(i) Kinesics

(ii) Feedback

(iii) Mock interview.