



SB-0336

First Year B.Com. (Honours) Examination
March / April – 2011
Business Communication

Time : Hours]

[Total Marks : 70

Instructions :

(1)

નીચે દર્શાવેલ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="F. Y. B.Com."/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Business Communication"/>	<input type="text"/>
Subject Code No. : <input type="text" value="0"/> <input type="text" value="3"/> <input type="text" value="3"/> <input type="text" value="6"/>	<input type="text"/>
Section No. (1, 2,.....) : <input type="text" value="Nil"/>	<input type="text"/>
	Student's Signature

(2) Figures to the right indicate full marks.

(3) All questions are compulsory.

- 1 What factors play an important role in honing listening skills ? 10
- 2 What are the essential elements of a presentation ? 10
- 3 Define Proxemics. How does it help in the comprehension of a message? 10
- 4 Discuss the key elements of the communication process. 10
- 5 Compare and contrast oral and written communication. 10
- 6 Describe the stages in writing a report and comment on the style and structure of a good report. 10
- 7 Write short notes : (any two) 10
 - (1) Corporate communication.
 - (2) Cross-cultural communication.
 - (3) SWOT analysis
 - (4) Grapevine.