



K-2551

**First Year B. Com. (Sem. II) (Honours)
Examination
October/November – 2012
Business Communication**

Time : Hours]

[Total Marks :

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"/>
First Year B. Com. (Sem. II) (Honours)	<input type="text"/>
Name of the Subject :	<input type="text"/>
Business Communication	<input type="text"/>
Subject Code No. : 2 5 5 1	Section No. (1, 2,.....): NIL
Student's Signature	

- (2) All questions are compulsory.
(3) Figures to the right indicate full marks.

- | | | |
|---|--|----|
| 1 | What are the various types of Bad News Letters ?
What necessary steps should be taken to write bad letters ? | 14 |
| 2 | What do you mean by self-development. How does self-development contribute to effective communication ? | 14 |
| 3 | What do you mean by International Communication ?
What suggestions would you give for adopting global business ? | 14 |
| 4 | (a) Write a letter on behalf of M/s Danawala and Sons of Bardoli to M/s Anjwala and Sons, Surat requesting for an extension of time for the delivery of different goods. | 7 |

(b) Write an extended note on the effective presentation skill. 7

5 Write short notes : (any two) 14

(i) Conducting Surveys

(ii) Proxemics

(iii) Facsimile

(iv) Principles of Oral Presentation.
