

GUJARAT TECHNOLOGICAL UNIVERSITY**B.VOC - SEMESTER– I EXAMINATION – SUMMER 2024****Subject Code: 1112203****Date:29-05-2024****Subject Name: Business Communication****Time:02:30 PM TO 04:30 PM****Total Marks:50****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Simple and non-programmable scientific calculators are allowed.

	Marks
Q.1 (a) Explain meaning of Business Communication, Also write basics of verbal and non-verbal communication.	05
(b) Explain Negotiation in business. Explain how to manage disagreements & deadlocks in business communication.	05
Q.2 (a) Write in detail- communication with customers & suppliers.	05
(b) Explain various Types of Business Correspondence.	05
OR	
(b) Suppose your company wants to purchase Office Stationery from ABC Stationery Mall. Write an Order letter on behalf of your company.	05
Q.3 (a) Write Job Application Letter as you are applying for the post of sales executive in a retail outlet of electronics.	05
(b) Write basics of email writing.	05
OR	
Q.3 (a) How to create great first impressions at workplace? explain.	05
(b) Write about manners of Workplace conversation addressing colleagues, superiors, subordinates.	05
Q.4 (a) Write a short note on Workplace etiquettes- do's & don't.	05
(b) How to resolve conflict at workplace? Discuss solutions.	05
OR	
Q.4 (a) Give Introduction to Public Speaking, Write Components of good speech.	05
(b) Explain How to write Business Proposal.	05
Q.5 (a) Write down strategies to become a good public speaker.	05
(b) Discuss various types of letter writing.	05
OR	
Q.5 (a) Discuss the importance of Relationship Management in business.	05
(b) Discuss how to overcome fear of Public Speaking.	05
