

GUJARAT TECHNOLOGICAL UNIVERSITY

B.VOC- SEMESTER-I EXAMINATION – SUMMER 2025

Subject Code:1112203

Date:26-05-2025

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) Define communication, Explain assertive communication with examples.	05
	(b) Explain verbal and non-verbal communication with examples.	05
Q.2	(a) What is business correspondence? Explain types of business correspondence.	05
	(b) What is email writing? Explain the elements of report.	05
OR		
	(b) Explain the significant parts of report.	05
Q.3	(a) What are the dos and don'ts of workplace etiquette?	05
	(b) As a fresher, how will you create great first impression at your workplace?	05
OR		
Q.3	(a) Explain ways to identify and effectively handling workplace conflicts.	05
	(b) Explain relationship management with examples.	05
Q.4	(a) What is public speaking? Why is it important?	05
	(b) Explain components of good speech.	05
OR		
Q.4	(a) What are the strategies to become a good public speaker?	05
	(b) How can we remove fear of public speaking?	05
Q.5	(a) Explain greetings and introduction in communication.	05
	(b) Explain the types of business proposals.	05
OR		
Q.5	(a) Elaborate professional communication.	05
	(b) Explain three categories in public communication.	05
