

GUJARAT TECHNOLOGICAL UNIVERSITY**BVOC - SEMESTER I – EXAMINATION – WINTER 2021****Subject Code:1112203****Date:22/03/2022****Subject Name:Business Communication****Time:10:30 AM TO 12:30 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 and differentiate verbal and non-verbal communication	05
(b) List out and Explain all the types of Internal Business Communication.	05
Q.2 (a) Write an inquiry letter as a mobile whole-seller & its reply as an i-Phone sales head of Apple Inc.'s branch Located at Mumbai.	05
(b) As a purchase functions' head in a tile manufacturing firm, how will you effectively negotiate with your raw material suppliers?	05
OR	
(b) Explain ways to identifying and effectively handling workplace conflicts.	05
Q.3 (a) As a fresher, how will you create a great first impression at your workplace?	05
(b) Explain the various types of Customers.	05
OR	
Q.3 (a) How you will communicate with your customers?	05
(b) Explain Relationship Management with suitable examples	05
Q.4 (a) What are the Do's & Don'ts of Workplace etiquettes?	05
(b) What is Public Speaking? Why it is Important?	05
OR	
Q.4 (a) What are the Strategies to Become good Public speaker?	05
(b) What are the ways to deal with criticism effectively?	05
Q.5 (a) Explain Components of Good Speech	05
(b) What are the 7 Cs of effective Business Communication?	05
OR	
Q.5 (a) Write a note on Business Report	05
(b) Explain Barriers of Communication.	05
