

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BVOC- SEMESTER-I EXAMINATION – WINTER 2022

Subject Code:1112203

Date:27-02-2023

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.

Q1. (a) Explain the steps for personal introduction? 05

(b) What are the techniques for handling criticism in communication? 05

Q2. (a) What is verbal and non-verbal communication? 05

(b) What points need to be considered while communicating with customers and suppliers? 05

OR

(b) What are the steps for writing business reports? 05

Q3. (a) What are the basic points to be kept in mind while writing business e-mail? 05

(b) Write an job application letter to HR manager of a Pvt. firm? 05

OR

(a)What are the guidelines of professional communication? 05

(b)What points need to considered for creating good first time impression? 05

Q4. (a) What are the basic etiquettes to be followed in workplace communication? 05

(b) How the conflict can be managed in the workplace? 05

OR

- (a) What points to be kept in mind while going for public speech? 05
(b) Explain the steps for removing fear of public speaking? 05
- Q5. (a) What are the strategies for being an effective public speaker? 05
(b) Explain the basic steps for writing business proposals? 05

OR

- (a) What are the negotiation skills in communication? 05
(b) What is assertive communication? Explain 05
