

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

B.VOC- SEMESTER- I EXAMINATION – WINTER 2023

Subject Code:1112203

Date:30-12-2023

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.

		Marks
Q.1	(a) Define communication. Explain Verbal and non-verbal communication with examples.	05
	(b) Explain in detail the styles of communication.	05
Q.2	(a) What is business correspondence? Explain its types.	05
	(b) Explain the significant parts of report.	05
OR		
	(b) Explain the components of e-mail writing.	05
Q.3	(a) Explain relationship management with examples.	05
	(b) Write a note on professional communication.	05
OR		
Q.3	(a) As a fresher, how will you create great first impression at your workplace?	05
	(b) What are the dos and don'ts of workplace etiquette?	05
Q.4	(a) What is public speaking? Explain its importance.	05
	(b) Explain components of good speech.	05
OR		
Q.4	(a) Elaborate science of paralanguage.	05
	(b) How can we remove the fear of public speaking?	05
Q.5	(a) Explain three categories of public communication.	05
	(b) Write an e-mail on official intimation of your resignation from your current post of sales manager.	05
OR		
Q.5	(a) Explain various types of customer.	05
	(b) Write a job application letter for the post of sales executive at Saga electronics ltd.	05
