

GUJARAT TECHNOLOGICAL UNIVERSITY**B.VOC- SEMESTER-I EXAMINATION – WINTER 2024****Subject Code:1112203****Date:27-12-2024****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) What are some effective strategies for Greeting someone in a professional setting to create a positive first impression?	05
	(b) Identify and describe the various styles of communication.	05
Q.2	(a) Write a Job Application letter for Mr. HK.. who is willing to apply for the post of Marketing Executive in Sitaraa Electronics.	05
	(b) What are the key principles of assertive communication, and how can one practice and develop these skills effectively?	05
	OR	
	(b) How can non-verbal cues such as body language and facial expressions impact the interpretation of a verbal message?	05
Q.3	(a) Describe the key steps involved in the negotiation process aimed at achieving a mutually beneficial outcome.	05
	(b) What are the various types of business correspondence used in a corporate environment, and what purpose does each type serve?	05
	OR	
Q.3	(a) What are the critical elements of a successful business proposal, and how can each element be effectively addressed to persuade the reader?	05
	(b) Write an Email- for giving Order of 50 Computer systems & other Accessories from Sitaraa Electronics.	05
Q.4	(a) What are the key components of a well-structured business report?	05
	(b) What strategies can be employed to create a Great first impression in a professional setting?	05
	OR	
Q.4	(a) What are some fundamental workplace etiquettes that employees should follow to maintain a harmonious and professional work environment? Explain Do's & Don'ts	05
	(b) What are the common sources of conflict in a professional setting, and how can they be effectively identified & solved?	05
Q.5	(a) What are the essential components of a Good well-structured speech, and how does each component contribute to the effectiveness of the presentation?	05
	(b) What skills are necessary to become a proficient public speaker?	05
	OR	
Q.5	(a) What are the three main categories of public communication?	05
	(b) What are the common causes of fear or anxiety associated with public speaking, and how can these fears be addressed and managed?	05