

GUJARAT TECHNOLOGICAL UNIVERSITY

B.VOC- SEMESTER-I EXAMINATION – WINTER 2025

Subject Code:1112203

Date:01-12-2025

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.

Q.1 (a) Explain the basic principles of verbal and non-verbal communication. Provide examples of how each can impact the success of a negotiation. **5**

(b) Describe the essential components of a well-written business report. **5**

Q.2 (a) Explain the different types of business letters and where it can be used. **5**

(b) Differentiate between the various types of business correspondence, including memos, emails, letters, and reports with relevant examples. **5**

OR

(b) Present a note on: Negotiation. **5**

Q.3 (a) Describe the key elements of creating great first impressions in a professional setting. **5**

(b) Outline the principles of workplace conversation etiquette when addressing colleagues, superiors, and subordinates. **5**

OR

Q.3 (a) Discuss the significance of professional communication in building and maintaining relationships in the workplace. **5**

(b) Conflict management is crucial in the professional world. Discuss common strategies for identifying and resolving conflicts constructively to maintain a productive work environment. **5**

Q.4 (a) Discuss the importance of public speaking skills in personal and professional development. **5**

(b) Discuss the role of body language in effective public speaking. **5**

OR

Q.4 (a) Clarify the strategies that individuals can adopt to become skilled public speakers. **5**

(b) What are the different categories in public communication? Identify and explain. **5**

Q.5 (a) Discuss the use of storytelling, visual aids, and interactive elements to capture the attention of listeners and convey key messages effectively. **5**

(b) Outline the steps involved in writing a persuasive business proposal. **5**

OR

Q.5 (a) In the context of business negotiations, explain how to effectively manage disagreements and deadlocks. **5**

(b) Explain the key elements of professional writing in business. Discuss how clarity, conciseness, and professionalism contribute to effective communication. **5**
