



SB-0336

First Year B.Com. (Honours) Examination
March / April – 2011
Business Communication

Time : Hours]

[Total Marks : 70

Instructions :

(1)

નીચે દર્શાવેલ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fillup strictly the details of signs on your answer book.

Name of the Examination :
F. Y. B.Com.

Name of the Subject :
Business Communication

Subject Code No. : **0 3 3 6** Section No. (1, 2,.....): **Nil**

Seat No. :

Student's Signature

(2) Figures to the right indicate full marks.

(3) All questions are compulsory.

- 1 What factors play an important role in honing listening skills ? 10
- 2 What are the essential elements of a presentation ? 10
- 3 Define Proxemics. How does it help in the comprehension of a message? 10
- 4 Discuss the key elements of the communication process. 10
- 5 Compare and contrast oral and written communication. 10
- 6 Describe the stages in writing a report and comment on the style and structure of a good report. 10
- 7 Write short notes : (any two) 10
 - (1) Corporate communication.
 - (2) Cross-cultural communication.
 - (3) SWOT analysis
 - (4) Grapevine.

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[200]