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RAN-1908060502010001**F.Y. B.com.(Hons.) (Semester - II) Examination****March / April - 2019****BUSINESS COMMUNICATION -II****સૂચના : / Instructions**

1.

<p>નીચે દર્શાવેલ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી. Fill up strictly the details of signs on your answer book</p> <p>Name of the Examination: F.Y. B.com.(Hons.) (Semester - II)</p> <p>Name of the Subject : BUSINESS COMMUNICATION -II</p> <p>Subject Code No.: 1908060502010001</p>	<p>Seat No.:</p> <table border="1"> <tr> <td></td><td></td><td></td><td></td><td></td><td></td> </tr> </table> <div style="border: 1px solid black; height: 80px; width: 100%; margin-top: 10px;"></div> <p style="text-align: center;">Student's Signature</p>						

2. Figures to the right indicate full marks allocated to that question.

3. All questions are compulsory.

Q-1 Discuss the paralinguistic aspects of effective oral communication. **(13)****Q-2** What is an attitude? Discuss the process of the development of personal attitudes. **(13)****Q-3 (i)** “Writing an Email is no different from writing a business letter.” Discuss. **(6)**(ii) What is meant by good News letter? Explain the purpose of such letter. **(6)****Q-4** Write short notes on: (any two) **(12)**

(i) Sales Letter

(ii) Sales Presentation

(iii) Cultural sensitiveness and cultural context.