



RAN - 1908000201010001

RAN-1908000201010001

F.Y.B.Com. (Hons.) (Sem. I) Examination March - 2023

Business Communication

सूचना : / Instructions

(१)

नीचे दशविले निशानीवाणी विगतो उत्तरवली पर अवश्य लपववी.
Fill up strictly the details of signs on your answer book

Name of the Examination:

F.Y.B.Com. (Hons.) (Sem. I)

Name of the Subject :

Business Communication

Subject Code No.: **1908000201010001**

Seat No.:

--	--	--	--	--	--

Student's Signature

- (2) Figures to the right indicate full marks allocated to that question.
(3) All questions are compulsory.

Q.1 Answer the following questions briefly. (Any SEVEN) (14)

1. What is vertical communication?
2. What is diagonal communication?
3. Explain horizontal communication.
4. What is Kinesics?
5. What is Proxemics?
6. Explain haptics.
7. Explain chronemics.
8. What is paralanguage?
9. What is CC in an email?
10. What is BCC in an email?
11. Explain "Clarity" in 7Cs of communication.
12. Explain "Completeness" in 7Cs..
13. Explain the importance of formatting in CV.
14. Explain Grapevine.

Q.2 Draft a CV for the post of Marketing Manager in multi-National Company. **(10)**

OR

Q.2 Draft an Application letter with Resume for the post of Assistant Professor in Management for S D Desai college, Vesu, Surat

Q.3 Draft a mail to your University informing them to issue LOI for abroad study purpose. **(10)**

OR

Q.3 Draft a Mail to State bank of India regarding issue in the use of Mobile Banking.

Q.4. Write Short notes on : (Any Two) **(16)**

1. Preparing a road map for employment.
2. Leadership Skills.
3. Importance of Team buildings.
4. Presentation Skills.
5. You attitude in Formal communication.
