



MBB-161100010101 Seat No. _____

First Year B. B. A. (Sem. I) (CBCS) Examination

November / December – 2016

Communication Skills & Business Writing
(New Course)

Time : $2\frac{1}{2}$ Hours]

[Total Marks : **70**

Instructions : (1) Attempt all the questions.

(2) Figure on the right indicate marks.

1 (A) Answer any six of the following questions in one line : **6**

- (1) What is a meaning of communication?
- (2) What is an importance of communication?
- (3) What is a feedback?
- (4) What is an oral communication?
- (5) What is a conviction?
- (6) What is a face to face communication?
- (7) What is an importance of body language?
- (8) Why is an eye contact important?
- (9) What is a facial expression?

(B) Write short notes on any **two** : **8**

- (1) Body language
- (2) Paralanguage
- (3) Verbal communication
- (4) Types of communication

2 (A) Answer any **one** of the following questions : 7

- (1) What do you understand by 'Communication'?
- (2) How can an oral communication be made more effective?

(B) Answer any **one** of the following questions : 7

- (1) What are the merits and dements of a non-verbal communication?
- (2) What are the advantages of a written communication

3 (A) Answer any **four** of the following questions in brief : 8

- (1) What is an importance of written communication?
- (2) What are the various forms of oral communication?
- (3) What are the types of non-verbal communication?
- (4) How a communication increases job satisfaction?
- (5) What are the basic elements of communication?
- (6) How gestures are important in communication?

(B) Answer any **three** of the following questions in brief : 6

- (1) What are the types of reports?
- (2) What are the characteristics of a good report?
- (3) What is an importance of committee report?
- (4) How is an individual report important?
- (5) What is an importance of report in a business?

4 (A) Write a report on any **one** of the following : 7

- (1) A committee has been appointed to investigate the financial position of a company. Draft the committee's report.
- (2) As a general manager of a joint-stock company, prepare a report on the working of its branch offices in Gujarat.

(B) (1) Draft a circular advising employees not to park their vehicles in front of the office gate. 7

OR

(2) Draft a notice on behalf of Ambuja Cement for the second meeting of the Board of Directors.

5 (A) (1) Draft a memo announcing a change in the working hours and explaining the reasons for the change. 7

OR

(2) Write the minutes of the meeting of the Executive Committee of Kamdhenu Milk Cooperative Stores, Ahmedabad.

(B) (1) Draft a questionnaire on shopping habits of earning women. 7

OR

(2) Draft a specimen of memorandum of understanding between Tata Neno and the Government of Gujarat for manufacturing of cars.