



JAO-161100010101 Seat No. _____

B. B. A. (Sem. I) (CBCS) (W.E.F. 2016) Examination

November – 2019

Communication Skills & Business Writing

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

[Total Marks : 70

Instructions :

- (1) Attempt all the questions.
- (2) Figures on the right indicate marks.
- (3) Mention your options clearly.

1 (A) Answer any SIX of the following in one or two sentences : **6**

- 1) What is Communication ?
- 2) Mention the last step of communication process.
- 3) Which is the other term used for Sender in communication ?
- 4) Define Feedback in communication.
- 5) What is Decoding ?
- 6) Which are the four types of Space Language ?
(Mention names only)
- 7) What is Para Language ?
- 8) What is Encoding ?
- 9) Write any two forms of Oral Communication.

(B) Write short notes on any TWO of the following : **8**

- 1) Oral V/s Written Communication. (Comparison)
- 2) Elements of Communication.
- 3) Forms of Written Communication.
- 4) Importance of Body Language in Communication.

- 2 (A) Answer any ONE of the following in detail : 7
- 1) Explain Communication Process in detail.
 - 2) Describe Verbal Communication in detail.
- (B) Answer any ONE of the following in detail : 7
- 1) Explain the importance of communication in business.
 - 2) Write a note on Non-verbal communication.
- 3 (A) Answer briefly any FOUR of the following : 8
- 1) Explain Gesture and Posture.
 - 2) Define Channel in communication.
 - 3) Write any two advantages of Oral Communication.
 - 4) Write any two advantages of Written Communication.
 - 5) How silence can pass messages in communication ?
 - 6) What is Message in communication ?
- (B) Answer briefly any THREE of the following : 6
- 1) Explain the usefulness of Reports in business.
 - 2) List the elements of business report.
 - 3) Write different types of reports.
 - 4) What is the sequence of deductive method of report writing ?
 - 5) List the steps of preparing a report.
- 4 (A) Answer any ONE of the following : 7
- 1) As the secretary of a manufacturing company, draft a report on the advisability of starting a welfare centre for the benefit of its employees.
 - 2) As the Secretary of People's Bank, Delhi, you are instructed to inquire into the advisability of opening of a branch office in Rajkot, Gujarat. Draft a suitable report.

- (B) Answer any ONE of the following : 7
- 1) As a secretary of Vikas Electronics Pvt.Ltd., write a notice of Annual General Meeting, giving the agenda of consideration of accounts, declaration of dividend, election of directors, appointment of auditors etc.
 - 2) Draft a circular informing employees about the decision of the management to provide subsidised meals to employees.
- 5 (A) Answer any ONE of the following: 7
- 1) Draft a memo announcing a change in the working hours and explaining the reason for the change.
 - 2) As a secretary of Vikas Electronics Pvt.Ltd., draft a minutes of Annual General Meeting.
- (B) Answer any ONE of the following : 7
- 1) Prepare a Questionnaire for survey of consumers' preference before introducing a new smartphone.
 - 2) Draft MOU between Cambridge University and Govt. of Gujarat for English Proficiency Course.
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