



A-2623

First Year B. Com. (Honours) (Sem. I) Examination
March / April – 2015
Business Communication

Time : Hours]

[Total Marks : 50

Instructions :

(1)

નીચે દર્શાવેલ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="F.Y. B. Com. (Honours) (SEM. 1)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="BUSINESS COMMUNICATION"/>	<input type="text"/>
Subject Code No. : <input type="text" value="2"/> <input type="text" value="6"/> <input type="text" value="2"/> <input type="text" value="3"/>	<input type="text" value="Student's Signature"/>
Section No. (1, 2,.....): <input type="text" value="Nil"/>	

(2) Figures to the **right** indicate full marks.

(3) **All** question are compulsory.

- 1 Answer the following questions : 10
 - (1) Discuss the general principles of effective communication.
 - (2) How is memorandum different from a letter ?
 - (3) What is the importance of mentioning reference in a job application letter ?

- 2 What is an interview ? Describe various types of an interview. 13

- 3 (A) Draft a memo declining the grant of deputation to an employee still on probation. 7
(B) Draft a report as secretary to the Board of directors about the need for an immediate advertising campaign. 6

- 4 Write short notes on : (any two) 14
 - (1) Appearing in Interview
 - (2) Grapevine
 - (3) Principles of effective communication.