

**GANPAT UNIVERSITY****BBA Examination November 2013****BBB (General/FS/MM)/BCOM Semester – I (CBCS)****Time: 3 hours****IB05BCS Basic Communication Skills****Total Marks : 70****Instructions:**

- (1) Use separate answer books for section I and Section II.
- (2) Q1 in Section I and Q4 in Section II are compulsory.
- (3) Figures to the right indicate marks of each question.

**Section –I**

- Q1(A) Write a letter of appointment to a candidate selected for the post of Sales Manager in Gold Star Company, Surat. (6)
- Q1(B) You want to go to take Driving Licence from RTO office, write a leave application to your class mentor to grant you leave for last three sessions. (5)
- Q2 Explain Barriers to communication in detail. (12)
- OR**
- Q2(A) What is Grapevine communication? Explain different types of grapevine communication? (6)
- Q2(B) Compare and contrast oral and written communication (6)
- Q3 Answer the following questions: (12)
1. What is postscript? In what case can the use of postscript be justified?
  2. What are the different parts of heading in business letter?
  3. What is enclosure? Explain with example.

**OR**

- Q3(A) What is You Attitude ? (6)
- Q3(B) What are the essentials of good written commercial correspondence? (6)

**Section - II**

- Q4(A) Identify the underlined words and label them as part of speech. (6)
1. Rohit is good basketball player because he is tall.
  2. Alas! I lost my purse.
  3. He gave his reply immediately.
  4. Everest is the highest pick in the world .
  5. They have decided to start new sugar factory here .
  6. Riya kept ner bag on the table.

