

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA, Winter 2018 - 19 Examination**

**Semester: 3**  
**Subject Code: 06193207**  
**Subject Name: Commercial Communication**

**Date: 29/10/2018**  
**Time: 10:30 am to 1:00 pm**  
**Total Marks: 60**

**Instructions**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Q.1 Do as Directed.****A). Multiple choice type questions. (Each of 1 mark)****(05)**

1. Your goal must be \_\_\_\_\_
 

a) conceivable	c) sad
b) Pessimistic	d) distrustful
2. What is the meaning of 'ballot'
 

a) study of consumers	c) a type of vote
b) relationship of presenter	d) illegal
3. Fear of becoming bald \_\_\_\_\_
 

a) Topiary	c) Vacillation
b) Phalacrophobia	d) Nepotism
4. Communication is considered effective only when it gets the desired \_\_\_\_\_ or \_\_\_\_\_
 

a) Plans, Messages	c) Structure, Pattern
b) Disturbance, channel	d) Action, Response
5. Interpretive reports are also known as \_\_\_\_\_
 

a) investigative report	c) Annual report
b) progress report	d) Action report

**B). Define the following. (Each of 1 mark)****(05)**

1. Information Memo
2. Progress report
3. Attention in business letter
4. Raising Morale
5. Non verbal communication

**C). Direct questions. (Each of 1 mark)****(05)**

1. Explain the Statement "Communication includes both verbal and non verbal forms"
2. Give meaning of the following 1. Speculate 2. consensus
3. Give one word substitute of the following : A man of odd habits
4. What is the difference between Complement and Compliment
5. Explain the Statement "Create a vision of who you want to be"

**Q.2 Answer the following questions.****A). Write a Congratulatory memo for praising an employee's performance****(07)****B). Discuss in detail Definition of Communication and Purpose of Professional/Commercial Communication in an organizational set-up.****(08)****Q.3 Answer the following questions.****A). Write a Report on "Impact of Culture and Communication on Global Business Growth"****(07)****B). Discuss in detail Definition of Report and Salient features of a good business Reports****(08)****Q.4 Attempt any two questions. (Each of 7.5 marks)****(15)**

1. Discuss in detail Email writing: As an emerging form of Commercial Communication and Guiding Principles of Composing Emails.

2. Invite Trusha Jadhav, Public relations Director of the company you are researching, to be a guest speaker during your presentation next week. (Introduce yourself as a student interested in the company.)
3. Mention Features of Successful Profession Communication and Difference between Professional Communication and General Communication.
4. Discuss in detail Elements of Style of Business letters.