

Subject: Business Communication

FYBCOM Semester I

Duration: 3 Hours

Marks: 100

N.B: 1. All questions are compulsory.

Q.1 a) Explain the following terms in 2-3 sentences: (any five)

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1. E-mail
2. Moodle
3. Consensus
4. Business etiquette
5. Whatsapp
6. Empathic Listening
7. Decoding
8. Feedback

b) Match the following:

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|----------------------------|--|
| (1) Communication | (a) Application especially for smart phones |
| (2) Psychological Barrier | (b) Non-verbal communication |
| (3) Silence | (c) Two-way process |
| (4) Diagonal communication | (d) Allness and closed mind |
| (5) Whats App | (e) People at different levels interacting with each other |

c) Fill in the blanks choosing the best alternative from the ones given below:

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- (1) The Latin word 'Communicare' means _____
(a) to take (b) to export (c) to import (d) to impart
- (2) _____ is a form of non-verbal communication
(a) Letter (b) Circular (c) Report (d) Facial expression
- (3) The fastest means of communication is _____.
(a) vertical (b) horizontal (c) diagonal (d) grapevine.
- (4) Listening is said to be _____.
(a) a positive act (b) a passive skill (c) a difficult skill (d) none of these
- (5) _____ is a social networking service which helps to connect with old friends.
(a) Facebook (b) Whatsapp (c) Twitter (d) Yahoo

Q. 2. Write short notes on: (any four)

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- (a) Grapevine communication
- (b) Body Language & Facial expression
- (c) Horizontal communication
- (d) Advantages of Business Communication
- (e) Types of feedback
- (f) Upward communication

Q. 3. Answer any two of the following:

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- (a) What are physical & psychological barriers to communication? Suggest ways of overcoming them.
- (b) Define listening. What are the obstacles to effective listening? Discuss ways of improving listening skills.
- (c) Define Business ethics. Explain the importance of ethics in corporate world.

Q. 4. (A) Draft a reply in response to the following advertisement:

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"Urgently required smart, young salespersons to handle counter sales at a departmental store. Candidates should have passed H.S.C. and should have a good command over Hindi and English. Candidates meeting the requirements should send in an application along with the resume within ten days to - P.O Box no- 1254, The Times of India, Mumbai."

Q. 5. Draft the following letters: (any four)

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- a) You wish to pursue your postgraduate studies in Business Administration from HEC Paris. Draft the Statement of Purpose.
- b) Draft a recommendation letter for Ms Rohini Daswani of the HR department of your organisation who wishes to apply for the post of an Asst. Manager (HR) with IBM Ltd.
- c) You have received an offer for the post of Business Development Manager in Concentrix Pvt. Ltd. Draft your reply accepting the offer.
- d) Mr. Aniket Sachdev of J.P Morgan Ltd, Mumbai working as an Accounts Manager wishes to resign from his post. Draft his letter of resignation on his behalf.
- e) Mr. Rakesh Singh of the sales department has worked overtime and achieved his sales target. Draft a letter appreciating him.

Q. 6 (a) Write a paragraph of not more than 150 words on the following topics: (any one)

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(i) Swachh Bharat Abhiyan

(ii) Women empowerment

(b) Read the following situation carefully and answer the questions below: 05

Ms. Mihika Shah is a visiting faculty member at Saraswati Shishu Mandir. The school is run by Udaan - an NGO that believes in imparting quality education to slum children. Ms. Shah is a dedicated teacher but students find it difficult to follow her accent and cannot cope with her speed of teaching. Due to this, she has received negative feedback from students. Ms. Shah is on the verge of opting out of the assignment.

1. Identify and explain the barrier in the given situation. **03**

2. Discuss means to overcome this barrier. **02**
