

FYBMS/FYBAF/FYBIM

Pg. ①

Time : 3 Hours

Marks : 100

B.C.-I

16.11.22



Please check whether you have got the right question paper

N. B. All questions are compulsory

Q. 1 A. Fill in the blanks choosing the best alternative from the ones given below. 08

1. Signs and _____ were mainly used when language did not exist.
 - a. Telegrams
 - b. letters
 - c. Symbols
 - d. cell phones
2. Visual communication happens through _____.
 - a. Sound
 - b. Pictures
 - c. Language
 - d. Music
3. Noise and distance are considered to be _____ barriers.
 - a. Cultural
 - b. Physical
 - c. Mechanical
 - d. Semantic
4. _____ gives legal validity to a letter.
 - a. Subject line
 - b. Signature
 - c. Enclosures
 - d. Date
5. _____ scans incoming mails
 - a. Virus protection software
 - b. CD
 - c. Filter
 - d. Censor
6. _____ is an e-learning tool.
 - a) Whats App
 - b) Facebook
 - c) Moodle
 - d) Blog
7. _____ is an optional part of business letters.
 - a) Date
 - b) Inside address
 - c) Letter head
 - d) Identification initials
8. Resistance to change is a _____ barrier to communication.
 - a) Physical
 - b) Psychological
 - c) Semantic
 - d) Cross- Cultural
9. _____ Communication takes place across the organizational hierarchy.
 - a) Upward
 - b) Downward
 - c) Diagonal
 - d) Horizontal
10. The Latin term _____ is the source for the English word communication.
 - a) Communis
 - b) Communist
 - c) Communal
 - d) Community

(B) State whether the following statements are True or False (Any seven): (7)

- (1) Decoding completes the cycle of communication.
- (2) An order is a form of upward vertical communication.
- (3) A handshake should last for about 30 seconds.

- (4) Listening and hearing are different activities.
- (5) Feedback need not necessarily be verbal.
- (6) ATM stands for Any Time Money.
- (7) Complaints and Suggestion Boxes facilitate upward vertical communication.
- (8) Paralanguage is non-verbal communication.
- (9) Silence can be used to communicate various meanings.
- (10) Intranet is confined to use within an organization.

Q.2. a) What are the components in the process of communication ? (8)

b. Advantages and Disadvantages of written communication (7)

OR

c. Explain the term psychological barriers. Discuss in detail the psychological barriers to communication. (15)

Q.3. a). What do you mean by Business Ethics? Explain its relevance to present times. (15)

OR

b. Define listening. Discuss obstacles to listening and measures to overcome them. (8)

c. Explain Business Ethics. Discuss the role and importance of Business Ethics in the world today. (7)

Q. 4 a) Draft a reply in response to the following advertisement (10)

"A reputed publishing house requires Junior Accountants. Interested commerce graduates familiar with Tally and the use of computers, may send their application with resume within ten days to: PO Box 1720, The Times Of India, Mumbai - 400001"

b. You have received a job offer for Accounts Officer from Nexus Pvt Ltd. Draft your letter of acceptance of the job offer. (5)

OR

Q. 4 a) c) Draft a Letter of Application with Curriculum Vitae in reply to the following advertisement: 'Wanted young graduates to work as Sales Representatives for a reputed media house.' Apply to Box No. 45140, The Times of India, Mumbai. Use the Complete Block layout. (10)

d. Mr. Rajeev Sinha of Tarang Ltd., Mumbai working as an Accounts Manager wishes to resign from his post. Draft a letter of resignation on his behalf. (5)

Q. 5) Write short notes on: (Any Three)

(15)

- a. Horizontal Communication
- b. Grapevine
- c. Body language
- d. Social Media
- e. Advantages of Face -to - Face Communication
- f. Feedback

