

A.T. K.T. Exam - Feb 2020.  
F.Y. B.B.I. SEM I



F.Y.B.B.I.  
SEMESTER I  
BUSINESS COMMUNICATION - I

B.C.I  
14/2/20

TIME: 2 ½ HOURS

MARKS: 75

- NOTE: (1) Please check whether you have received right question paper.  
(2) All questions are compulsory.  
(3) Figures to the right indicate marks.

Q.1 (A) State whether the following statements are True or False. (Any Eight)

(8)

1. Technology is gradually reducing the need for manpower.
2. Vertical Communication in an organization moves inwards and outwards.
3. Morale refers to the spirit and frame of mind.
4. Aggressive Touch is the same as Bad Touch.
5. Give and receive business cards face onwards.
6. A landline phone is portable.
7. The word 'see-sea' are examples of homophones.
8. Listening is purely a physical activity.
9. E - Waste is a major cause of electronic pollution.
10. His / Her Holiness Salutation is to refer King or Queen.

Q.1. (B) Match the Columns. (Any Seven)

(7)

| A  |                              | B |                                 |
|----|------------------------------|---|---------------------------------|
| 1  | E-mail                       | a | Path                            |
| 2  | Channel                      | b | Hierarchy                       |
| 3  | Procedural Information       | c | Medium                          |
| 4  | Non - Personal Communication | d | Multimedia Messaging Service    |
| 5  | Telephone Etiquette          | e | Identifying oneself immediately |
| 6  | MMS                          | f | Telephonic conversation         |
| 7  | Tricky Phrase                | g | Lower activity                  |
| 8  | Hearing                      | h | USA                             |
| 9  | Term Business Etiquette      | i | A cause for sore eyes           |
| 10 | Proximo                      | j | Next Month                      |

Q.2 (A) Discuss advantages and disadvantages of Grapevine Communication. (7)

(B) What is impact of technological advancements on Communication. (8)

(OR)

(C) 'Silence' as non – verbal means of Communication, comment. (7)

(D) Warning as an objective for Communication, elucidate. (8)

Q.3 What is Business Ethics in an organization? Emphasis on Personal Integrity at workplace. (15)

(OR)

Q.3 Comment on Videoconferencing, Internet and Telephone as modes of Communication. (15)

Q.4 (A) Draft a Letter of Application with Curriculum Vitae for the post of Accounts Administrator at HDFC Bank, Use the Complete Block layout. (10)

(B) Mr. Ayan Raj has been offered the post of Accounts Administrator at HDFC Bank. Draft a Letter of Job Acceptance on his behalf. Use the Modified Block layout. (5)

(OR)

Q.4 (A) Draft a Letter of Application with Curriculum Vitae for the post of HR Manager at Club Madison Villa. Use the Complete Block layout. (10)

(B) Ms. Megan Williams has been working as HR Manager at Club Madison Villa since five years and would now like to resign from her post. Draft a Letter of Resignation on her behalf. Use the Semi Block layout. (5)

Q.5 Write short notes on the following. (Any three) (15)

- (A) Handshake Etiquette
- (B) Teleconferencing
- (C) Intellectual Property Rights
- (D) Handling Negatives Positively
- (E) Communication by Silence

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