

BC-1 (sem I)

FYBMS/FYBAF/FYBIM Sem I A.T.K.T. Exam

Time : 2½ Hours

24/3/23

Marks :75

March - 2023

Pa ①

N.B. : (1) All questions are compulsory

Q 1) (A) Fill in the blanks : (ANY 8)

(8)



(1) ----- is converting your ideas into message.

(a) Decoding (b) Listening (c) Encoding (d) Observing

(2) ----- is an online communication system.

(a) Word (b) E-mail (c) SMS (d) None of these

(3) ----- is an example of non-verbal communication.

(a) T.V (b) Body language (c) Singing (d) Teleconferencing

(4) Suggestion scheme encourages ----- communication.

(a) Upward (b) Downward (c) Horizontal (d) Diagonal

(5) ----- is a physical barrier.

(a) Listening (b) Closed mind (c) Time and distance (d) Resistance to change

6. The process of giving an abstract idea a concrete form is called _____.

a) planning (b) encoding (c) medium (d) decoding

7. Meetings, Speeches, Interviews are examples of _____.

a) Non Verbal communication (b) Proxemics

c) Oral communication (d) written communication

8. _____ is a two way process.

a) Order (b) Command (c) Warning (d) Communication

9. _____ is a psychological barrier.

a) Closed mind (b) Noise (c) Language (d) Environment

10). _____ is an informal channel of communication.

a) Paralanguage (b) Grapevine (c) Upward communication (d) Written communication

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

(1) Decoding completes the cycle of communication.

- Pg
- (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.

2. a) Process of communication (8)

b) Advantages and Disadvantages of Oral Communication (7)

OR

(c) What is 'barriers' to communication? Explain Physical barriers to communication. (15)

3) a) Explain the term 'Corporate Social Responsibility'. Discuss some of the methods adopted for implementing CSR. (15)

OR

b) What are the tips for cultivating good listening skills. (15)

4. a) Draft an application letter in response to the following advertisement :

An organisation in Bangalore requires Accounts Assistants.

Candidates should be commerce graduates with first class and minimum

of 3 years experience in Costing and Accounting. Apply, with resume, to

Box 1044, The Times of India, D.N.Road, Mumbai-400001.

(10)

(b) Draft a letter of Job acceptance to Thakkar and Sons who have

offered you the post of a Junior Accountant in their firm.

(5)

OR

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) You got a job in a reputed management institute. Draft a letter of resignation to your employer where you are working as an event manager.

(5)

5. Write short notes on : (any three) (15)

- (a) Types of feedback
- (b) Advantages and disadvantages of internet.
- (c) Importance of communication in business.
- (d) Difference between oral and Face-To-Face communication
- (e) Downward communication.
- (f) Status Barrier