



Subject: Business Communication I

Class: F.Y. BFM

Semester 1

Time: 2 ½ Hours

(75 Marks)

Please check whether you have got the right question paper.

N.B: 1. All the questions are compulsory.

2. Figures to the right indicate full marks.

**Q1. A) State whether the following statements are True or False (Any 8) 08**

- i. Reward is a positive feedback.
- ii. Internet can be used for online shopping as well as to sell old items.
- iii. Oral communication becomes a permanent record.
- iv. Avoid using jargons to overcome semantic barriers.
- v. A listener should not come prepared for a talk or a discussion.
- vi. Business Ethics in Business helps enhances productivity.
- vii. Surrogate advertising is a form of advertising which is used to advertise banned products.
- viii. Use of jargons shows command over the language.
- ix. Simple sentences are preferred in official correspondence.
- x. Letter of Resignation is written only when the employee is discontented with the employer.

**B) Match the Columns. (Any 7) 07**

- |                            |  |
|----------------------------|--|
| 1) Reference number        | a) DVD/VCD                             |
| 2) Effective communication | b) end of the email                    |
| 3) Intellectual property   | c) introduces the sender to the reader |
| 4) Hierarchy               | d) electronic appliances               |
| 5) Personal Integrity      | e) listening in between lines          |
| 6) Silence                 | f) display honesty in all that you do  |
| 7) E-waste                 | g) line of authority                   |
| 8) Letterhead              | h) Trademark                           |
| 9) Signature               | i) listen intelligently                |
| 10) Piracy                 | j) helps sender and receiver in filing |

**Q2. A) How does 'Feedback' have relevance to Business Communication in the context of Globalisation taking place? 07**

**B) Communication is essential. Discuss with reference to Corporate world. 08**

**OR**

**A) Define Vertical Communication and elaborate on the merits and Limitations of the same. 07**

P.T.O.

B) Discuss the objectives of communication with reference to order and instruction. 08

Q3. Elaborate on the various ways for communicating effectively. 15

OR

What is meant by Personal Integrity? How can personal integrity make a difference at work place? 15

Q4. A) Ms. Divya Shetty Proprietor of Tej Enterprises, is in need of a Manager. As an eligible candidate, draft a letter of Application with a Curriculum Vitae for the post of a Manager. Use the Complete Block layout. 10

B) Mr. Arun Shah has been offered the post of a Manager at Tej Enterprises. Draft a letter of Job Acceptance on his behalf. Use the Modified Block layout. 05

OR

C) Draft a letter of Application with Curriculum Vitae for the post of a Company Secretary with Shimmer & Co, an Apparel company. Use the Complete Block layout. 10

D) Ms. Prachi Trvedi has been working as a CEO, at Shimmer & Co, an Apparel company, and has got a better job offer in another company. Draft a letter of Resignation on her behalf. Use the Modified Block layout. 05

Q5. Write Short notes: (Any 3) 15

1) Posture

2) Slanting

3) E- communication

4) Advice

5) SMS communication

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