

Time: 2 ½ Hrs

Business Communication Sem -I (FYBBI & FYBFM)

Marks: 75

Note: Answer all the questions

Figures to the right indicate full marks



Q1. A. Match the Following:

08

	Column A		Column B
1	Feedback		Specialized words of a profession
2	Identification notation		Hierarchy
3	Psychological Barrier		Grapevine
4	Jargon		Agreement
5	Status levels of an organization		Tells about the Dictator & Typist
6	Orders		Horn & Halo effect
7	Consensus		Last element of the communication cycle
8	Probability chain		Downward channel of communication

Q1. B State whether the following statements are true or false:

07

- Grapevine communication is the fastest channel of formal communication
- Use of gestures is called Gesticulation
- Orders and instructions are sent in the upward channel of communication
- Persuasion is defined as 'to cause to act'
- Identification notation is a compulsory part of the letter
- Study of space between the sender & receiver is called proxemics
- Silence is a kind of verbal communication

Q2 A . Discuss the communication cycle. Explain the characteristics of human communication 08

B. What are the formal channels of communication? Discuss grapevine communication 07

in detail

OR

A. What are the different objectives of business communication? Discuss Persuasion 08
as an objective of communication as well as the different steps in persuasion

B. What are the advantages and disadvantages of oral communication? 07

Q3 A. Discuss the importance of Ethics in Business. What do you mean by personal integrity 15

Workplace. Discuss the traits that define integrity workplace.

OR

Q3 B. What do you understand by barriers in communication? Mention the different kinds
of barriers and discuss language barriers with examples

Q4. A. Reply to the following advertisement:

10

"Wanted experienced Accountants for a private firm in Mumbai. Candidates should be at least Commerce graduates and have minimum of 5 years of experience in accounting. Candidates must have knowledge about preparing financial documents such as bills and invoices, and have knowledge of GST and income tax. Candidates must also have good knowledge of MS office & TALLY accounting software as well as possess good communication skills. Competitive salary and benefits will be provided. Apply with full bio-data to Box No 3456 The Times of India Mumbai 400001"

Q 4 B. You wish to resign from the post of a Floor Manager from Phoenix Mall Viman Nagar 05

Pune. Write your resignation letter

OR

Q4 A. Uttara Feeds & Foods Ltd. requires a senior HR Manager for its office in Mumbai. Candidates should hold MBA degree in HRM or equivalent. They should have at least 5 years of experience with any reputed organization. Their responsibilities would include general administration, facilities management, statutory compliance management, and liaising with government officials. Salary will be as per qualifications and experience. Apply with full resume to careers@venkys.org .in

Q 4B. You have been offered a job of Cashier by A& Z bank. draft your letter of acceptance

Q5. Write Short-Notes (any 3):

15

- I. Feedback
- II. Computer ethics
- III. Motivation as an objective of business communication
- IV. Grapevine communication
- V. E-mails as a means of communication

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