

FYBFM sem I Reg & A.T.K.T. Exam Nov-2022

Time: 2 ½ Hrs Business Communication Sem -I (BFM & BBI)

Marks: 75

Note: Answer all the questions

16/11/22

Figures to the right indicate full marks



Q1. A. Match the Following:

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	Column A		Column B
1	Encoding	A	Specialized words of a profession
2	Inside Address	B	Upward communication
3	Psychological Barrier	C	Grapevine
4	Jargon	D	Abraham Maslow
5	Informal communication	E	Compulsory part of a letter
6	Subject Line	F	Defensiveness
7	Hierarchy of needs	G	Putting ideas into words
8	Open office plan	H	Optional part of a letter

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

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- Diagonal communication is the fastest channel of formal communication
- Silence is a form of verbal communication
- Motivation is done in the upward channel of communication
- Persuasion is defined as 'the inner drive'
- A Reaction is better than a response
- Study of space between the sender & receiver is called kinesics
- Written communication is suitable for confidential messages

Q2 A . Discuss the communication cycle. Explain the importance of communication in

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the corporate world

B. What are the formal channels of communication? Discuss advantages and

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disadvantages of downward communication

OR

A. What are the different objectives of business communication? Discuss any three objectives in detail

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B. What are the advantages and disadvantages of written communication?

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Q3 A. Discuss the advantages of Ethics in Business. Discuss computer ethics in detail

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OR

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

PTO

Q4. A. Reply to the following advertisement:

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“ Junjhunwala & Co requires 5 experienced Accounts officers for their office in Mumbai. Candidates should have excellent academic record and must be Commerce graduates holding minimum of 2 years 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 jhunhunwalal45@gmail.com ”

Q 4 B. You wish to resign from the post of a Junior Accountant from Phoenix Mall ,Mumbai

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Pune. Write your resignation letter

OR

Q4 A. Nestle 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@nestle.org.in

Q 4B. You have been offered a job of Bank Teller by HCDM bank. Draft your letter of acceptance

Q5. Write Short Notes (any 3):

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- I. Feedback
- II. Motivation as an objective of business communication
- III. Types of listening
- IV. E-mails as a means of communication
- V. Some common ethical issues in business

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