

FYBIM sem I Medical Exam Jan-2020

F.Y.B.I.M.
SEMESTER I

22/01/20

BUSINESS COMMUNICATION – I

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. The process of Communication begins as an idea in the mind of the receiver.
2. Vertical Communication in an organization moves inwards and outwards.
3. To Motivate means 'to cause to act'.
4. There is no paralanguage in Verbal Communication.
5. A handshake should be initiated by the person of higher status.
6. The full form of GPS is Global Pictorial System.
7. Noise in the surroundings is a Physical Barrier in communication.
8. Listening is without choice.
9. The problem of child labour exists all over the world.
10. His / Her Majesty salutation is to refer a religious person.

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

(7)

A		B	
1	Evaluation	a	Business Reports
2	Horizontal Communication	b	Types of industries
3	Conceptual Information	c	Equal Status
4	Written Communication	d	Rate
5	Internet Etiquette	e	75%
6	FAX	f	Technical Terminology
7	Jargon	g	Facsimile Automatic Xerox
8	Oral Communication	h	Do not spam
9	CSR	i	Focus on Doer
10	Active Voice	j	Act for society

Q.2 (A) Discuss Horizontal Communication. (7)

Q.2 (B) Explain Process of Communication. (8)

(OR)

Q.2 (C) Mention advantages and disadvantages of Written Communication. (7)

Q.2 (D) Education and Training as an objective for Communication, elucidate. (8)

Q.3 What is Socio - Cultural barrier in communication? List and explain. Also, mention measures to prevent (15)
(A) the same.

(OR)

Q.3 What is Listening? Indicate what are seen as barriers for effective listening skills. (15)
(B)

Q.4 (A) Draft a Letter of Application with Curriculum Vitae for the post of Marketing Executive at Kenwood Appliances, Use the Complete Block layout. (10)

Q.4 (B) Mr. Warren Russell has been offered the post of Marketing Executive at Kenwood Appliances. Draft a Letter of Job Acceptance on his behalf. Use the Modified Block layout. (5)

(OR)

Q.4 (C) Draft a Letter of Application with Curriculum Vitae for the post of Financial Administrator at La Classique Studio. Use the Complete Block layout. (10)

Q.4 (D) Ms. Sharon Lopez has been working as Financial Administrator at La Classique Studio 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) Telephone Etiquette
- (B) C's of Communication
- (C) Videoconferencing
- (D) Piracy
- (E) Facial Expressions, Gestures
