

F.Y.B.I.M.
SEMESTER I
BUSINESS COMMUNICATION - I

13.2.20

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. Inward Communication creates an impression about the organization and affects the public image and public reactions of the organization.
3. To Motivate means 'to cause to act'.
4. The English word sign and signal are derived from the Greek word signum.
5. A handshake should be initiated by the person of higher status.
6. Breaking through sites on the Internet is known as Hijacking.
7. Noise in the surroundings is a Physical Barrier in communication.
8. Hearing means understanding the concept.
9. The problem of child labour exists all over the world.
10. Honorable Minister salutation is to refer a King / Queen.

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

(7)

A		B	
1	Evaluation	a	Grapevine Communication
2	Free flow	b	Rate
3	Conceptual Information	c	Public Speeches
4	Oral Communication	d	Types of industries
5	Internet Etiquette	e	Phone meeting
6	Teleconference	f	Do not spam
7	Jargon	g	25%
8	Written Communication	h	Technical Terminology
9	CSR	i	Focus on action
10	Passive Voice	j	Act for society

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

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

(OR)

Q.2 (C) Comment on maps, graphs, colors and posters as elements of non - verbal Communication. (7)

Q.2 (D) Boosting Morale as an objective for Communication, elucidate. (8)

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

(OR)

Q.3 Comment on WhatsApp, Email and Satellite conferencing as modes. (B) (15)

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

Q.4 (B) Mr. Sahil Virani has been offered the post of IT Executive at Airspace Technology. 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 Marketing Manager at Vivanta Studio. Use the Complete Block layout. (10)

(D) Ms. Sherry Shroff has been working as Marketing Manager at Marketing Manager at Vivanta 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) Salutation and Complimentary Close
- (C) Videoconferencing
- (D) Child Labour
- (E) Facial Expressions, Gestures
