

## FYBMS/FYBAF/FYBIM - Sem I A.T.K.T. Exam

Time : 2½ Hours

Marks : 75

March - 2023

N.B. : (1) All questions are compulsory

24/3/23

Q 1) (A) Fill in the blanks : (ANY 8)

(8)



(1) ----- is converting your ideas into message.

(a) Decoding (b) Listening (c) Encoding (d) Observing

(2) ----- is an online communication system.

(a) Word (b) E-mail (c) SMS (d) None of these

(3) ----- is an example of non-verbal communication.

(a) T.V (b) Body language (c) Singing (d) Teleconferencing

(4) Suggestion scheme encourages ----- communication.

(a) Upward (b) Downward (c) Horizontal (d) Diagonal

(5) ----- is a physical barrier.

(a) Listening (b) Closed mind (c) Time and distance (d) Resistance to change

6. The process of giving an abstract idea a concrete form is called \_\_\_\_\_.

a) planning (b) encoding (c) medium (d) decoding

7. Meetings, Speeches, Interviews are examples of \_\_\_\_\_.

a) Non Verbal communication (b) Proxemics

c) Oral communication (d) written communication

8. \_\_\_\_\_ is a two way process.

a) Order (b) Command (c) Warning (d) Communication

9. \_\_\_\_\_ is a psychological barrier.

a) Closed mind (b) Noise (c) Language (d) Environment

10). \_\_\_\_\_ is an informal channel of communication.

a) Paralanguage (b) Grapevine (c) Upward communication (d) Written communication

(B) State whether the following statements are True or False (Any seven): (7)

(1) Decoding completes the cycle of communication.



- (2) An order is a form of upward vertical communication.
- (3) A handshake should last for about 30 seconds.
- (4) Listening and hearing are different activities.
- (5) Feedback need not necessarily be verbal.
- (6) ATM stands for Any Time Money.
- (7) Complaints and Suggestion Boxes facilitate upward vertical communication.
- (8) Paralanguage is non-verbal communication.
- (9) Silence can be used to communicate various meanings.
- (10) Intranet is confined to use within an organization.

- 2. a) Process of communication (8)
- b) Advantages and Disadvantages of Oral Communication (7)

OR

- (c) What is 'barriers' to communication? Explain Physical barriers to communication. (15)
- 3.a) Explain the term 'Corporate Social Responsibility'. Discuss some of the methods adopted for implementing CSR. (15)

OR

- b) What are the tips for cultivating good listening skills. ( 15)
- 4.a) Draft an application letter in response to the following advertisement :  
An organisation in Bangalore requires Accounts Assistants.  
Candidates should be commerce graduates with first class and minimum of 3 years experience in Costing and Accounting. Apply, with resume, to  
Box 1044, The Times of India, D.N.Road, Mumbai-400001. (10)
- (b) Draft a letter of Job acceptance to Thakkar and Sons who have offered you the post of a Junior Accountant in their firm. (5)

OR





C) Draft a Letter of Application with Curriculum Vitae in reply to the following advertisement: 'Wanted young graduates to work as Sales Representatives for a reputed media house.' Apply to Box No. 45140, The Times of India, Mumbai. Use the Complete Block layout.

(10)

(d) You got a job in a reputed management institute. Draft a letter of resignation to your employer where you are working as an event manager.

(5)

5. Write short notes on : (any three) (15)

- (a) Types of feedback
  - (b) Advantages and disadvantages of internet.
  - (c) Importance of communication in business.
  - (d) Difference between oral and Face-To-Face communication
  - (e) Downward communication.
  - (f) Status Barrier
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