

FYBAF sem I Reg & A.T.K.T. Exam Oct-2019.  
04/10/19. Business communication-I

F.Y.B.A.F.

SEMESTER I

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 Sender of the communication and the Encoder may be two different persons.
2. Grapevine is a formal, primary channel of communication.
3. The mildest form of punishment is warning.
4. Oral Communication requires formal education.
5. Business Etiquette is becoming increasingly important with globalization.
6. The USA and Russia own the Internet.
7. Punctuation may change the meaning of words.
8. More time is spent on Written Communication than on Oral Communication.
9. In the context of Business Ethics, piracy is the same as plagiarism.
10. Signature is an optional part of a Business Letter.

Q.1. (B) Match the Columns. (Any Seven) (7)

A		B	
1	Communis	a	Mutual Agreement
2	Consensus	b	To share
3	Information	c	Face to Face
4	Personal	d	Knowledge
5	Office Etiquette	e	Alexander Graham Bell
6	Telephone	f	Not to speak loudly
7	Physical Barriers	g	Choice
8	Listening	h	External
9	Ethos	i	Clarity
10	C's of Communication	j	Character

- Q.2 (A)** Explain process of communication. (7)
- Q.2 (B)** Discuss Internal Upward Channel of Communication. (8)
- (OR)**
- Q.2 (C)** 'Information' as an objective of communication, illuminate. (7)
- Q.2 (D)** Mention requisites for Effective Oral Communication. (8)
- Q.3 (A)** How Language is seen as a barrier in communication and list measures to prevent the same. (15)
- (OR)**
- Q.3 (B)** Differentiate between Listening and Hearing. Emphasis on the importance of listening. (15)
- Q.4 (A)** Draft a Letter of Application with Curriculum Vitae for the post of Assistant Account Executive at GlaxoKline, Use the Complete Block layout. (10)
- Q.4 (B)** Mr. Liam Evans has been offered the post of Assistant Account Executive in GlaxoKline. (5)  
Draft a Letter of Job Acceptance on his behalf. Use the Modified Block layout.
- (OR)**
- Q.4 (C)** Draft a Letter of Application with Curriculum Vitae for the post of Accounts Manager at Imperial Bank. Use the Complete Block layout. (10)
- Q.4 (D)** Ms. Sarah Jones has been working as an Accounts Manager with Imperial Bank since five years (5)  
and would now like to resign from her post. Draft a Letter of Resignation on her behalf.  
Use the Semi Block layout.
- Q.5 Write short notes on the following. (Any three) (15)**
- (A) 'You' Attitude
  - (B) Netiquette
  - (C) Surrogate Advertising
  - (D) Communication by silence
  - (E) Dumping of Medical and E – Waste

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