

FYBBI sem I Reg & A.T.K.T. Exam Oct-2019.

01/10/19.

F.Y.B.B.I.

SEMESTER I

BUSINESS COMMUNICATION – I



MARKS: 75

TIME: 2 ½ HOURS

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. Feedback is of various types.
2. Vertical Communication in an organization moves inwards and outwards.
3. Professional advice is known as Expertise.
4. Aggressive Touch is the same as Bad Touch.
5. Give and receive business cards with your right hand.
6. A landline phone is portable.
7. The word 'tear' is an example of a homograph.
8. Listening is purely a physical activity.
9. Business Ethics is also known as Corporate Ethics.
10. His / Her Holiness Salutation is to refer King or Queen.

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

(7)

A		B	
1	Sender	a	Path
2	Channel	b	Idea
3	Practical Information	c	Telephonic Conversation
4	Non – Personal Communication	d	Production
5	Telephone Etiquette	e	Multimedia Messaging Service
6	MMS	f	Answer a phone promptly
7	Word with a subjective quality	g	Lower Activity
8	Hearing	h	Baby
9	First Business School	i	Next Month
10	Proximo	j	ESCP Europe

Q.2 (A) Discuss External Channel of Communication. (7)

(B) Explain Feedback, its types and levels. (8)

(OR)

(C) 'Silence' as non-verbal means of Communication, comment. (7)

(D) Warning as an objective for Communication, elucidate. (8)

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

(OR)

Q.3 Comment on Videoconferencing, Internet and Telephone as modes of Communication. (15)

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

(B) Mr. Ryan Kris has been offered the post of HR Executive at SunRise Villa. Draft a Letter of Job Acceptance on his behalf. Use the Modified Block layout. (5)

(OR)

Q.4 (A) Draft a Letter of Application with Curriculum Vitae for the post of Accounts Manager at Lamington company. Use the Complete Block layout. (10)

(B) Ms. Victoria Kristopher has been working as Accounts Manager at Lamington company 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) Handshake Etiquette
- (B) Communication by Touch
- (C) Handling Negatives Positively
- (D) Videoconferencing
- (E) Consensus as a Channel of Communication
