

Subject: Business Communication I

Class: F.Y. BFM

B.C - I

Semester 1

Time: 2 ½ Hours



(75 Marks)

Please check whether you have got the right question paper.

- N.B:** 1. All the questions are compulsory.
2. Figures to the right indicate full marks.

Q1. A) Match the Columns. (Any 8)

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- | | |
|------------------------------------|--|
| 1) 7 C's of communication receiver | a) positive attitude towards the |
| 2) Effective communication | b) end of the email |
| 3) Intellectual property | c) introduces the sender to the reader |
| 4) Hierarchy | d) electronic appliances |
| 5) Personal Integrity | e) listening in between lines |
| 6) Silence | f) display honesty in all that you do |
| 7) E-waste | g) line of authority |
| 8) Letterhead | h) Trademark |
| 9) Signature | i) listen intelligently |
| 10) 'You Attitude' | j) Consideration |

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

07

- i. Use of smileys and other symbols indicative of emotion to convey your intent, in an e-mail message.
- ii. Internet can be used for online shopping as well as to sell old items.
- iii. Oral communication becomes a permanent record.
- iv. Avoid using jargons to overcome semantic barriers.
- v. A listener should not come prepared for a talk or a discussion.
- vi. Business Ethics in Business helps enhances productivity.
- vii. Surrogate advertising is a form of advertising which is used to advertise banned products.
- viii. Use of jargons shows command over the language.
- ix. Simple sentences are preferred in official correspondence.
- x. Letter of Resignation is written only when the employee is discontented with the employer.

Q2. A) Define Communication and elaborate on the Process of Communication.

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B) Communication and Technological advancements. Discuss.

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OR

A) Discuss the characteristics of Written Communication.

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B) Discuss the forms of Non-Verbal communication with reference to Body Language.

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P.T.O.

Q3. Discuss Cross Cultural Barriers and ways to overcome the same. 15

OR

What is meant by Business Ethics? Explain its relevance to present times. 15

Q4. A) Ms. Mansi Masurakar Proprietor of Aarav Enterprises, is in need of a Manager. As an eligible candidate, draft a letter of Application with a Curriculum Vitae for the post of a Manager. Use the Complete Block layout. 10

B) Mr. Amish Munde has been offered the post of a Manager at Aarav Enterprises. Draft a letter of Job Acceptance on his behalf. Use the Modified Block layout. 05

OR

C) Draft a letter of Application with Curriculum Vitae for the post of a Company Secretary with Zenith & Co, a footwear company. Use the Complete Block layout. 10

D) Ms. Shalini Kocha has been working as a CEO, Zenith & Co, a footwear company, and has got a better job offer in another company. Draft a letter of Resignation on her behalf. Use the Modified Block layout. 05

Q5. Write Short notes. (Any 3) 15

1) Dress and Grooming

2) The Halo Effect

3) Child Labour

4) Education

5) Warning
