

FYBIM sem I Reg & A.T.K.T. Exam Oct-2019.
10/10/19.

F.Y.B.I.M.
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. Preparing a message is known as Encoding.
2. Inward Communication creates an impression about the organization and affects the public image and public reactions of the organization.
3. Systematic Persuasion appeals to logic.
4. The English word sign and signal are derived from the Greek word signum.
5. The movement in a handshake should be vertical.
6. Breaking through sites on the Internet is known as Hijacking.
7. Language Barriers arise because meaning is known as semantic barrier.
8. Hearing means understanding the concept.
9. Section 377 of the Indian Constitution is about sexual orientation.
10. Honorable Minister salutation is to refer a King / Queen.

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

(7)

| A | | B | |
|----|-------------------------|---|-------------------------------|
| 1 | Prescription | a | Public speeches |
| 2 | Freeflow | b | Advice / Suggestion |
| 3 | Stimulatory Information | c | Grapevine Communication |
| 4 | Oral Communication | d | Promotion opportunities |
| 5 | Internet Etiquette | e | 25% |
| 6 | Teleconference | f | Source and target language |
| 7 | Faulty Translation | g | Phone meeting |
| 8 | Written Communication | h | Not to pass offensive remarks |
| 9 | Wipro | i | Focus on action |
| 10 | Passive Voice | j | Azim Premji |

Q.2 (A) What is Grapevine Communication? Explain its patterns. (7)

Q.2 (B) Explain feedback, its types and levels. (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 Business Ethics in an organization? Emphasis on Media Ethics. (15)

(A)

(OR)

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

(B)

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

(B) Mr. Issac Shaw has been offered the post of IT Executive at Lucent Technologies. 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 Pixar Corporation. Use the Complete Block layout. (10)

Q.4 (D) Ms. Stella Foster has been working as Marketing Manager at Pixar Corporation 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) Business Card Etiquette
- (B) Salutation and Complimentary Close
- (C) Pointing out errors without causing offence
- (D) Child Labour
- (E) Videoconferencing
