

Reg. Exam - Oct' 2019.



Subject: Business Communication I

Class: F.Y.BMS

B.C. - I.

Semester I

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) Fill in the blanks: (Any 8)

08


1. _____ brings in flexible work environment.
2. Encouraging employees to perform is called _____.
3. The last step of persuasion is _____.
4. Communication by postures, gestures, expression etc. is called _____.
5. Slant means to _____ message.
6. _____ is a tool requiring skillful usage.
7. _____ software scans your incoming emails.
8. In _____ form of layout most parts aligned with left margin.
9. Raising the morale helps boost _____.
10. A resume is accompanied by _____ letter.

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

07

1. Negative feedback is undesirable.
2. Suggestions and grievances are a part of downward communication.
3. Colours cannot convey messages.
4. Communication gap can be created due to distance and not due to time.
5. Listening involves simple hearing.
6. Social media tools tend to be available at a very high cost relative to other forms of media.
7. All CAPS should be used often in the email to emphasize the urgency of the message.

P.T.O.

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8. Writing a letter of acceptance on being selected is a positive move.
9. Horizontal communication leads to ego clashes.
10. Jobs are advertised through websites but application but application should never be sent through email.

Q2. A) Explain and illustrate the Process of communication. 07

B) List any five advantages and disadvantages of technological advancements in communication. 08

OR

A) Discuss in detail Vertical communication? 07

B) List any five advantages and disadvantages of Internet? 08

Q3. Elaborate on any five Environmental Barriers to communication and discuss how to overcome the same. 15

OR

Explain the term Business Ethics with special reference to Corporate Social Responsibility. 15

Q4. A) Draft a letter of Application with a Curriculum Vitae for the post of an Accountant at Texo Consulting LLP. Use the Complete Block layout. 10

B) Mr. Rahul Janani has been offered the post of an Accountant at Texo Consulting LLP. 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 Sales Executive with Gradea Sal & Co. Use the Complete Block layout. 10

D) Mr. Kedan Gomes has been working as a Sales Executive at Gradea Sal & Co. Draft a letter of Resignation on his behalf. Use the Semi Block layout. 05

Q5. Write Short notes. (Any 3) 15

- 1) Persuasion
- 2) Surrogate Advertising
- 3) Communication by Silence
- 4) 'You' Attitude
- 5) Importance of Listening
