

Business Communication Sem -I

Marks : 100

Time 3hrs

All Questions are compulsory

Figures to the right indicate full marks

Q. A Explain the concepts in 2-3 lines (Any 5): (10)

1. Encoding
2. Descriptive Feedback
3. You attitude
4. Halo effect
5. Downward communication
6. Non- Verbal Communication
7. Kinesics
8. Marginal Listening

Q1. B Match the columns: (05)

- | | |
|--------------------|---------------------------|
| 1. Proxemics | A. legal validity |
| 2. Signature | B. Physical barrier |
| 3. Twitter | C. Study of space |
| 4. Advice | D. Social networking |
| 5. Time & Distance | E. Downward Communication |

Q1C. Fill in the Blanks: (05)

1. Notices and Circulars are examples of _____ communication (upward, downward, grapevine)
2. Colours are a means of _____ communication. (consensus, verbal, non-verbal)
3. _____ improves downward communication. (filtering, short chain of communication, orders)
4. Technical words of a specialized field are called _____ (homophones, jargon, consensus)
5. _____ improves listening (open mindedness, distractions, marginal listening)

Q 2 Write short notes on any **FOUR**:

(20)

1. Communication Process
2. Types of feedback
3. Grapevine communication
4. E-mail
5. Disadvantages of written communication
6. Vertical communication

Q3. Answer any **TWO** of the following:

(20)

1. What are barriers in communication? Discuss physical barriers in detail. Also suggest ways of overcoming them
2. What is the difference between listening and hearing? Explain the obstacles to effective listening.
3. Define 'business ethics'? Discuss importance of ethics in workplace.

Q 4 A. Draft an application in response to the following advertisement:

(10)

"Wanted a experienced Accountant for a reputed private sector bank in Mumbai. The applicant must be a Commerce graduate, having an 'A' grade in graduation and an experience in accounting procedures of at least two years. The candidate must be able to handle accounts independently. Apply with a separate resume to Box Number 345, The Times of India, Fort, Mumbai"

Q4 B. Draft any **FOUR** of the following letters:

(20)

1. You are applying for a specialized course in Financial Markets to NYSU University, New York Write a SOP for the same.
2. Draft a recommendation letter for Ms Shweta Mehta, who has given your name as a referee in his application for the post of a receptionist at Sahara Hotel.
3. Rahul Roy has been offered a job of an Accountant by Laxmi Bank. Write his letter of job acceptance.
4. Mr. Rohit Sharma is working as a Cashier with ATZ Bank. He wishes to resign because he has been offered a higher position by Dena Bank. Write his resignation letter.
5. Mr Ajay Kumar was instrumental averting a major accident from taking place because of a short circuit in your organization. Write an appreciation letter for him.

Q6. A Write a paragraph of about 150 words on any ONE of the following: (05)

1. Plastic ban
2. Time and tide wait for no man

Q6.B Read the following situation carefully and answer the questions below: (05)

The newly appointed Sales Manager of Roshni enterprises came with many radical ideas which he wished to implement at the work place. He was trying to bring in lot of changes. He introduced new ways of working which involved a lot of use of computers and technology. The staff were hesitant to use the new methods and the work suffered immensely because of this. Some of the older staff members even started to plan to leave the organization.

1. Identify the barriers in the above case. 02
2. Suggest ways of overcoming them 03
