

F4BAF  
F4BBI  
F4BFM

Sem - I  
Business Comm  
14/03/2017

Q.P. Code : 779801

(2½ Hours)

[ Total Marks : 75

**NB. :** (1) All questions are compulsory.

1. (A) Fill in the blanks using suitable options (Any Eight) :

8

- (1) A message arises in the mind of the -----  
(sender, receiver, medium)
- (2) ----- is the manner in which a person holds his/her body.  
(Posture, Structure, Gesture)
- (3) ----- is a merger of two words 'web' and 'seminar'.  
(Webminar, Webinar, Weminar)
- (4) Job satisfaction and success at work can give ----- to the employees.  
(mistrust, motivation, warning)
- (5) Warning carries with it a sense of urgency and so requires ----- action.  
(slow, written, immediate)
- (6) All successful writers of business letters adopt the ----- in their letters.  
(Me' attitude, 'You' attitude, 'I' attitude)
- (7) In a letter, the ----- has a legal significance.  
(Dateline, Subject line, Attention line)
- (8) ----- is a kind of personal essay that makes out a strong case for the applicant.  
(Résumé, Letter of Recommendation, Statement of Purpose)
- (9) A good speech contains a/an ----- beginning, a convincing and persuasive middle, and a striking close.  
(slow, hasty, attractive)
- (10) The speaker must stand before the audience in a/an ----- posture.  
(erect, slouching, aggressive)

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

- (1) Decoding completes the cycle of communication.
- (2) An order is a form of upward vertical communication.
- (3) A handshake should last for about 30 seconds.
- (4) Listening and hearing are different activities.

TURN OVER

- (5) Feedback need not necessarily be verbal.
- (6) ATM stands for Any Time Money.
- (7) Complaints and Suggestion Boxes facilitate upward vertical communication.
- (8) Paralanguage is non-verbal communication.
- (9) Silence can be used to communicate various meanings.
- (10) Intranet is confined to use within an organization.

2. (a) Discuss the significance of Feedback.  
(b) Discuss 'Raising Morale' as an objective of communication.

OR

- (c) Discuss 'Silence' and 'Posture' as methods of Non-verbal communication.  
(d) Discuss Upward Communication and the methods commonly used in it.

3. (a) Discuss the advantages and disadvantages of using the Internet.  
(b) Discuss the characteristics of effective listening.

OR

- (c) Discuss Cross-cultural Barriers to communication.

4. (a) Draft a Letter of Application with Curriculum Vitae in reply to the following advertisement: 'Wanted young graduates to work as Sales Representatives for a reputed media house.' Apply to Box No. 45140, The Times of India, Mumbai. Use the Complete Block layout.

OR

- (b) Mr. Sameer Hirani has been selected for the post of a sales Representative in a reputed media house. Draft a letter of Acceptance on his behalf, using the Semi Block layout.

5. Write short notes on the following (Any Three)

- (a) Netiquette
- (b) Cellular phones - advantages and disadvantages.
- (c) The Process of Communication
- (d) The Importance of Business Ethics
- (e) Dumping of Medical and E-waste