

Extra

8/12/20

VCD/ FYFMG SEM-I SUB-BUSINESS COMMUNICATION-I Time:-2 1/2 Hrs 75 Marks

Note: - 1) All questions are compulsory.  
2) All questions carry equal marks.

Q1. A) Fill in the blanks from the options given below:-(Any 08) (08)

1. Technology has made a huge \_\_\_\_\_ impact on communication.  
a) Positive b) Slow c) Useless d) Wasted
2. \_\_\_\_\_ communication is multi-directional in nature.  
a) Informal b) Oral c) Written d) Fake
3. In today's world, most business meetings begin and end with a \_\_\_\_\_.  
a) Handshake b) Conflict c) Prejudice d) Tears
4. Physical barriers are also called as \_\_\_\_\_ barriers.  
a) Environmental b) Cultural c) Language d) Psychological
5. All businesses must follow an \_\_\_\_\_ code of conduct.  
a) Ethical b) Dishonest c) Wrong d) Fraudulent
6. \_\_\_\_\_ of mind causes barriers in listening.  
a) Calmness b) Peace c) Distraction d) Stable
7. \_\_\_\_\_ should not have spelling mistakes.  
a) Offers b) Analysis c) Letters d) Menu
8. \_\_\_\_\_ working conditions act as a source of motivation.  
a) Poor b) Harmful c) Good d) Worst
9. \_\_\_\_\_ orders are to be obeyed.  
a) Bad b) Court c) Mandatory d) Funny
10. \_\_\_\_\_ can be positive or negative.  
a) Performance b) Temperature c) Feedback d) Quality

Q1. B) State True or False:-(Any 7) (07)

1. Any business depends on efficient and effective communication.
2. Grapevine is both useful and harmful to the organisation.
3. Business meals can be had with colleagues or clients.
4. Emotions represent psychological barriers.
5. Computer ethics applies to anyone who uses a computer.
6. Listening skills should be neglected in communication.
7. Social media is not popular in today's world.
8. Diagonal communication takes place between people of equal status.
9. The aim of communication is to create conflicts in an organisation.
10. A business letter does not require the signature of the sender.

- Q2. a) Define communication. State the need and importance of communication. (08)  
b) What are the types of formal communication. (07)

OR

- c) Explain the emergence of communication as a key concept in the corporate world. (08)  
d) Describe briefly the different types of non-verbal communication. (07)  
Q3. a) Give the meaning of barriers. List and explain any two types of barriers. (08)  
b) Examine the concept of silence in communication. (07)

OR

- c) Write a brief note on personal integrity at workplace. (08)  
d) How are good listening skills cultivated? (07)  
Q4. a) Write a job application letter along with resume to Intern Technology Ltd. for the post of personnel manager. (08)  
b) Draft a resignation letter of Kajal Kapadia from the present post of accounts officer. Also state the reasons for the same. (07)

OR

- c) What are the different parts of a letter. (08)  
d) Write an SOP to join a prestigious UK University for pursuing mechanical engineering course. (07)  
Q5. a) Explain in detail the various objectives of corporate social responsibility for any business organisation. (15)

OR

- b) Write Short Notes on:- (Any 3) (15)  
1. Orders and Instructions.  
2. Communication cycle.  
3. Business card etiquette.  
4. Types of listening.  
5. Surrogate advertising.