

B2M
Extn

VCD/8123 FYBIM SEM-I SUB- BUSINESS COMMUNICATION-I 2 1/2 Hrs 75 MKS

Note:-1) All questions are compulsory.

2) All questions carry equal marks.

Q1. A) Fill in the blanks from the options given below:- (Any 8)
(08)

1. Any business depends upon effective _____.
a) Communication b) Schemes c) Services d) Currencies
2. Professional _____ is usually got from experts.
a) Advice b) Misconduct c) Delays d) Discussions
3. _____ is an example of non-verbal communication.
a) Chart b) Notice c) Minutes d) Seminars
4. _____ is a type of psychological barrier.
a) Prejudice b) Kindness c) Politeness d) Diplomacy
5. _____ listening is the fault of an ineffective speaker.
a) Poor b) Perfect c) Proper d) Arrogant
6. _____ are learnt from early childhood.
a) Shyness b) Fear c) Ethics d) Laziness
7. A good written correspondence requires right _____ of words.
a) Colours b) Poems c) Choice d) Songs
8. _____ should be double-checked before hitting the send button.
a) Codes b) Passwords c) E-mails d) Lights
9. _____ communication is the pre-requisite of survival.
a) Slow b) Rapid c) Successful d) None
10. A report gives _____ about an activity.
a) Gossip b) Mistakes c) Information d) Failure

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

(07)

1. Communication skills play an important role in corporate success.
2. Ego clashes among employees can harm businesses.
3. Good posture symbolises smartness and confidence.
4. Harsh weather can affect communication.
5. Listening is as important as speaking.
6. Gender discrimination is an ethical practice.
7. The contents of the letter should be incomplete and incorrect.
8. Advice is given mostly in written form.
9. The ringing of the alarm clock is an example of horizontal communication.
10. Barriers can be overcome by having a closed mind.

Q2. a) Explain the advantages and disadvantages of written communication. (08)

b) State the concept of feedback and its importance. (07)

OR

c) Describe information as an objective of communication. (08)

d) Write a brief note on satellite conferencing. (07)

Q3. a) Name the different types of communication barriers. Explain in detail Physical barriers. (08)

b) State the importance of listening skills. (07)

OR

c) Elaborate the concept of personal integrity at workplace. (08)

d) Write a brief note on surrogate advertising. (07)

Q4. a) Draft a resume for Diana Braganza for the job of software analyst as advertised in Times of India, Mumbai-400057. (08)

b) Write a letter of resignation for Tina Ahuja from her present job as a secretary for a better offer from a multi national company in Mumbai. (07)

OR

c) State the different parts of a business letter. Explain its importance. (08)

d) What are the principles for effective e-mail writing? (07)

Q5. a) Explain in detail any three types of modes of communication (15)

OR

b) Write Short Notes on:- (Any 3) (15)

1. The 7 C's of Communication.

2. Handshake etiquette.

3. Warning.

4. Types of verbal communication.

5. Copyright and piracy.