

library

ATKT

FYBAF

Sem-I

15/10/2016 Saturday
25

VCD - 15/10/2016

F. Y. B. A. F. - Sem I

ATKT -

Business Communication - 2 ½ Hours - 75

Q.1 a) Fill in the blanks with appropriate words (any eight) 08

1. Listening is a mix of physical and _____ activity.
2. Reading, writing, speaking and _____ are important communication skills.
3. _____ is the final component in the communication cycle.
4. _____ is the process of passing information and understanding from one person to another.
5. _____ is a well-established channel of informal communication in every organization.
6. In organizational hierarchy information travels from _____ to _____.
7. Communication between Sales Manager and Accounts Manager is an example of _____ communication.
8. In _____ communication signs, symbols, graphs and charts are used.
9. A person's voice, tone and pitch is referred as _____ communication.
10. _____ is the study of body movements.

b) Match the following (any Seven)

07

A

B

1. Posters
2. Encoding
3. Signals
4. Communication
5. Physical barriers
6. Permanent record
7. Informal Communication
8. Language barriers
9. Newsletter
10. Proxemics

- a) Halo effect
- b) High visibility
- c) Response
- d) Grapevine
- e) Two way Process
- f) Study of body movements
- g) Semantic barrier
- h) Written communication
- i) Periodic publication
- j) Visual communication

Q.2 What is non-verbal communication ? Explain any three types with the help of Examples

OR

- a) How to make Oral communication effective
- b) What are the advantages and disadvantages of written communication ?

Q.3 a) What are the characteristics of corporate communication ?
b) Explain the importance of communication in corporate world

OR

Explain the communication cycle and explain the role of each component in it.

Q.4 What is listening? Explain three types of listening

OR

- a) Explain the role of informal channels of communication in organization.
- b) Define public relations. How public relations can promote organizational relations

Q.5 Write short notes (any three)

1. Body Language
2. Disadvantages of Upward communication
3. Importance of Business communication
4. Advice and Counseling
5. Agenda and Minutes

OR

Explain barriers to listening in detail with its types.