

①-20/02/2017 **BUSINESS COMMUNICATION – FYBAF – SEM II**

Q.1) A) State whether following statements are True or False (Any Eight)

(8)

1. All presentation should follow the 7 C's of communication.
2. In the presentation, gimmicks can be created to attract an audience.
3. Most presentation is followed by question.
4. Poor planning from a sender can lead to miscommunication.
5. Psychological barriers are also caused by our emotions and attitudes.
6. Unjust assumptions are not important barriers.
7. Halo on mirror effect is a part of psychological barriers.
8. Resistance to change can be categorized as mechanical barriers.
9. A smile can increase the effectiveness of presentation.
10. Westerners view personal space as their fundamental right.

B) Fill in the blanks with appropriate answers given below (Any Seven)

(7)

(Closeness, Exit, Assessment, Reprimand, Grievance, Namaste, Premature, Defensiveness, Cultural, Polarization, Presentation)

1. When someone rejects others point of view then it is considered as _____.
2. If people take extreme positions in a discussion then it is a case of _____.
3. Resistance to change is a part of _____ barrier.
4. When someone keeps on angering instead of accepting his/her mistake then it is Considered as _____.
5. If a person responds prematurely then it is called as _____ interview.
6. The traditional format of one to one intensive also called as _____ interview.
7. _____ Interview is done to hear respond and redress employee complaints.
8. Interview conducted to correct an employee is know as _____ interview.
9. _____ Interview is done to review and evaluate employee performance.
10. _____ Interview is used find out why an employee wishes to leave the organization.

Q.2) A) Explain semantic / linguistics barriers to communication? Elaborate with the help of suitable examples.

B) Discuss the evaluation and assessment pattern during an interview session.

OR

C) Explain the definition, nature and types of interview.

D) What way is group discussion evaluated? Explain the process of preparation for group discussion.

Q.3) A) What are the essentials of effective letter writing?

B) Give the various role and preparation of an interviewer.

OR

C) Explain the various types of interviews in an organization.

D) What are the guidelines for effective presentation?

Q.4) A) Wanted an experienced Yoga instructor for a reputed health club in virar.

Apply with a detailed resume to Box No.645, Times of India. Mumbai 03.

B) Draft a letter of replay to Principal of the college informing regarding the supply of T-shirts with college logo from Anmol Garments.

OR

C) M/s Raj and Sona wish to change their order of 35 full sleeve shirts to 50 T-shirts. Draft the letter as they would send to their dealers.

E) You have received a complaint about a Samsung home theatre that is not working properly and the customer has requested a replacement. Explain that if may not be possible as they have to complain to Samsung customer care.

Q.5) Attempt short notes on the following (Any three)

1. Personal Appearance
2. Pronunciation
3. Body Language
4. Barriers to Communication
5. Group discussion.