

N. B: All questions are compulsory.

Q1 a) Explain the following terms in two or three sentences (any five) (10)

- 1) Feedback
- 2) Kinesics
- 3) Jargon
- 4) Encoding
- 5) E-mail
- 6) Barriers of language
- 7) Posture
- 8) Grapevine

Q1 b) match the following. (5)

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|-----------------|-------------------------|
| 1) Signature | a) Technical language |
| 2) Social media | b) Upward communication |
| 3) Suggestion | c) Encoding |
| 4) Sender | d) Obligatory part |
| 5) Jargon | e) Communication tool |

Q1 c) Fill in the blanks choosing the best alternative from the ones given below. (5)

- 1) _____ is an optional part of business letter.
a) Date b) Inside address c) Letter head d) Identification initials
- 2) Resistance to change is a _____ barrier to communication.
a) Physical b) Psychological c) Semantic d) Cross-Cultural
- 3) The Latin term _____ is the source for the English word communication.
a) Communicare b) Communist c) Communal d) Community
- 4) Notice and circulars are examples of _____ communication.
a) Upward b) Downward c) Diagonal d) Horizontal
- 5) Moodle is tool for _____.
a) Twitter b) E-learning c) WhatsApp d) Facebook

Q2) write short note on (any four). (20)

- 1) Explain seven components in Process of communication.
- 2) Any two type of social media.
- 3) Advantages of oral communication.
- 4) Type of grapevine only two.
- 5) Disadvantage of downward Communication.
- 6) Any two types of social media.

Q3) Answer the following. (Any two) (20)

- 1) Explain physical barrier.
- 2) What are the obstacles of listening.
- 3) What are the internal and external aspects of CSR in an organisation

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Extra

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SEM I

BUSINESS COMMUNICATION

3 HRS

100 MARKS

Q4) Draft an application letter in response to the following advertisement. (10)

"Wanted a sales representative for a reputed company in Mumbai with experience of 'House to House' sale. The candidate should be able to speak English, Hindi and Marathi fluently. Apply with Biodata to box number 348, The Times of India, Mumbai- 400001.

Q.5 Draft the following letters. (Any four) (20)

A) Komal has work extremely hard and has developed a news software for her firm. Her boss is suitably impressed and decide to give her later of appreciation to recognize her contribution.

Draft the letter.

B) Prakash seeks managerial post at Habbu service, the company ask for letter of recommendation. As his professor who knows him well, write a letter of recommendation for him.

C) Nitesh has changed his residence from Andheri to Bhandup. He has secured post of clerk at Rustom international in Thane. Draft his letter of resignation from the post of clerk at Poonam stores, Borivali.

D) Ravi has been offered the post of general manager in ABC Ltd. Write a letter of acceptance on his behalf.

E) Reema seeks to join catering course Newyork University in America. She has completed graduation in home science from SNTD University in Mumbai. She has secured a number of prizes in cooking. Draft her SOP.

6. A) Write a paragraph in about 150 words. (Any one) (5)

1) Go Green:

2) Cricket Worldcup 2023

Q 6) B) Read the following situation carefully and answer the question given below.(5)

Ramesh studied from a regional medium. However, he was a very good student and got good job very soon. But, whenever he spoke in English, he felt nervous. Is instruction could not be understood by his juniors as his pronunciation was erratic. He was in danger of losing his job. One day, his boss advice him to practice his speech using an online software available for the purpose. Ramesh did so and soon found that his directions were obeyed and his directions started bringing profit to the organisation. He was noticed and his efforts were rewarded with a promotion.

1) What problem did Ramesh face? Identify his barrier.

2) Discuss the steps that help him overcome the barrier.

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