

06/10/2016

Thursday

Library Paper

[FYBcom: Sem-I]

FYBCOM-6/10/16 SUB-B.COMMU - SEM I OCT 2016- 75 MARKS-2 ½ HOURS

Q 1. Short Notes ( 3 out of 5)

(15marks)

- Processor communication
- Importance of communication in IT world
- Formal channel of communication
- Grapevine as informal channel
- Motivations objective of communication

Q.2. Answer in Brief. (2 out of 3)( 15 marks)

- Discuss Physical Barriers to communication?
- Discuss the guide lines to develop listening skills?
- Explain the Importance of Business Ethics in Business?

Q.3.Draft Letters for the following.

(7marks)

- Draft an Application letter in response to the following advertisement, Wanted Sales Executive, Graduate with good communication skills, salary commensurate with experience, Apply with Bio- Data to Post Box No.230, Times of India, Mumbai?
- Attempt any two of the following.(8marks)
  - Neeta has got a new job with higher salary at Abhudhabi, Draft a letter of resignation from her present post of sales executive at SMP Traders.
  - Reena wants to do a course in Fine Arts from Oxford University, She has done her graduation from Mumbai University, She loves to Painting and Dancing and has Coregraph in NGV School for past two years, Draft SOP for her?
  - Prasch has been selected to work as a Computer Programmer at LAS Industry, Draft a letter of Acceptance for his behalf?

Q.4. (A) Write a Paragraph on any one of given topics.

( 5marks)

- A memorable experience of my Life.
- A rainy day you enjoyed.

(B) Rerrange the set of sentence below to form a coherent paragraph.

(5marks)

- Anybody with an agenda may attempt these.

- 2) So he must be vigilant.
- 3) Otherwise he may be manipulated for somebody's private ends.
- 4) A journalist knows that news can manipulate as well as be manipulated.
- 5) But, he should also know that the whole truth may conflict with many other values and should therefore know how to present it ethically.

C) Do as directed. (fill up with correct preposition)

(5marks)

- 1) I insist \_\_\_\_\_ knowing the truth.
- 2) We are looking \_\_\_\_\_ the thief
- 3) Simeran was born \_\_\_\_\_ 1998
- 4) Tom chased Jarrey \_\_\_\_\_ the road.
- 5) I don't feel \_\_\_\_\_ dancing.

Que.5. (A) Fill up with the words given.

(8marks)

- 1) \_\_\_\_\_ is an Informal Channel of communication
- 2) Latin word "communicare" means \_\_\_\_\_.
- 3) The Fastest means of communication is \_\_\_\_\_
- 4) Speech is \_\_\_\_\_ but silence is Gold.
- 5) Communication by postures is \_\_\_\_\_
- 6) A barrier refers to \_\_\_\_\_
- 7) Listening is said to be \_\_\_\_\_
- 8) \_\_\_\_\_ scans your incoming E-mails.

(grapevine, to impart, silver, nonverbal, an obstacle, positive act, virus protection software)

(B) match the following.

(7marks)

- |                         |                                 |
|-------------------------|---------------------------------|
| a) Silence              | 1. Aids presentation skills     |
| b) Hello effect         | 2. Study of Body language       |
| c) Closed mind          | 3. Facsimile                    |
| d) Kinesis              | 4. Horizontal communication     |
| e) Technology           | 5. No room to learn new things  |
| f) FAX                  | 6. Opposite to Horn Effect      |
| g) Formal Communication | 7. Listening between the lines. |