

13/02/2017

FY BCOM BC ATKT SEM I 75 MARKS TWO AND HALF HOUR**SET 1**

Que 1. Short Notes (3 out of 5) (15marks)

- a) Processor communication
- b) Importance of communication in IT world
- c) Formal channel of communication
- d) Grapevine as informal channel
- e) Motivational objective of communication

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

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

Que.3. Draft Letters for the following. (7marks)

- A) 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?
- B) Attempt any two of the following. (8marks)
 - a) 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.
 - b) 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 Coreograph in NGV School for past two years, Draft SOP for her?
 - c) Praseh has been selected to work as a Computer Programmer at LAS Industry, Draft a letter of Acceptance for his behalf?

Que.4. (A) Write a Paragraph on any one of given topics. (5marks)

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

(B) Rerrange the set of sentence below toform a coherent paragraph. (5marks)

- 1) 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) (5 marks)

- 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. (8 marks)

- 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. (7 marks)

- | | |
|-------------------------|---------------------------------|
| 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. |