

Extra SEPI-I

FYBMS

12/3/2017

(Choice Base)

Sub-Business Communication

Q.P. Code : 779801

(2½ Hours)

[ Total Marks : 75

N.B. : (1) All questions are compulsory.

1. (A) Fill in the blanks using suitable options (Any Eight) :

8

- (1) A message arises in the mind of the -----  
(sender, receiver, medium)
- (2) ----- is the manner in which a person holds his/her body.  
(Posture, Structure, Gesture)
- (3) ----- is a merger of two words 'web' and 'seminar'.  
(Webminar, Webinar, Weminar)
- (4) Job satisfaction and success at work can give ----- to the employees.  
(mistrust, motivation, warning)
- (5) Warning carries with it a sense of urgency and so requires ----- action.  
(slow, written, immediate)
- (6) All successful writers of business letters adopt the ----- in their letters.  
(‘Me’ attitude, ‘You’ attitude, ‘I’ attitude)
- (7) In a letter, the ----- has a legal significance.  
(Dateline, Subject line, Attention line)
- (8) ----- is a kind of personal essay that makes out a strong case for the applicant.  
(Résumé, Letter of Recommendation, Statement of Purpose)
- (9) A good speech contains a/an ----- beginning, a convincing and persuasive middle, and a striking close.  
(slow, hasty, attractive)
- (10) The speaker must stand before the audience in a/an ----- posture.  
(erect, slouching, aggressive)

(B) State whether the following statements are True or False (Any seven): 7

- (1) Decoding completes the cycle of communication.
- (2) An order is a form of upward vertical communication.
- (3) A handshake should last for about 30 seconds.
- (4) Listening and hearing are different activities.

TURN OVER

- (5) Feedback need not necessarily be verbal.
- (6) ATM stands for Any Time Money.
- (7) Complaints and Suggestion Boxes facilitate upward vertical communication.
- (8) Paralanguage is non-verbal communication.
- (9) Silence can be used to communicate various meanings.
- (10) Intranet is confined to use within an organization.

2. (a) Discuss the significance of Feedback. 8
- (b) Discuss 'Raising Morale' as an objective of communication. 7
- OR**
- (c) Discuss 'Silence' and 'Posture' as methods of Non-verbal communication. 8
- (d) Discuss Upward Communication and the methods commonly used in it. 7
3. (a) Discuss the advantages and disadvantages of using the Internet. 8
- (b) Discuss the characteristics of effective listening. 7
- OR**
- (c) Discuss Cross-cultural Barriers to communication. 15
4. (a) Draft a Letter of Application with Curriculum Vitae in reply to the following advertisement: 'Wanted young graduates to work as Sales Representatives for a reputed media house.' Apply to Box No. 45140, The Times of India, Mumbai. Use the Complete Block layout. 15
- OR**
- (b) Mr. Sameer Hirani has been selected for the post of a sales Representative in a reputed media house. Draft a letter of Acceptance on his behalf, using the Semi Block layout. 15
5. Write short notes on the following (Any Three) 15
- (a) Netiquette
  - (b) Cellular phones - advantages and disadvantages.
  - (c) The Process of Communication
  - (d) The Importance of Business Ethics
  - (e) Dumping of Medical and E-waste