

25/11/2019

VCD - 25/11/19

F. Y. BMS - Sem I

Business Communication -

2 ½ Hours - 75 marks.

Q.1 a) Fill in the blanks with appropriate words (any eight)

08

1. In organizational hierarchy information travels from _____ to _____.
2. Listening is a mix of physical and _____ activity.
3. In _____ communication signs, symbols, graphs and charts are used.
4. A person's voice, tone and pitch is referred as _____ communication.
5. _____ is the study of body movements.
6. Communication between Sales Manager and Accounts Manager is an example of _____ communication.
7. Reading, writing, speaking and _____ are important communication skills.
8. _____ is the final component in the communication cycle.
9. _____ is the process of passing information and understanding from one person to another.
10. _____ is a well-established channel of informal communication in every organization.

b) Match the following (any Seven)

07

A

B

Posters
Informal Communication
Language barriers
Newsletter
Proximics
Permanent record
Encoding
Signals
Communication
Physical barriers

Study of body movements
Semantic barrier
Written communication
Periodic publication
Visual communication
Halo effect
High visibility
Response
Grapevine
Two way Process

Q.2	a) What are the characteristics of corporate communication ?	08
	b) Explain the importance of communication in corporate world	07
	OR	
	c) Explain the formal channels of communication in detail	15
Q.3	What is communication? Explain the process in detail	15
	OR	
	b) How to make Oral communication effective	08
	a) What are the advantages and disadvantages of written communication?	07
Q.4	a) Explain various types of listening	08
	b) Explain the role of informal channels of communication in organization.	07
	OR	
	c) What is the importance of business ethics?	08
	d) Explain in detail semantic barriers to communication	07
Q.5	a) Ramesh has been offered the post of general manager in India Ltd. Write a letter of Acceptance on his behalf.	08
	b) Mr. Akshay is seeking admission to Cambridge University. He has passed B.Com with first class and finished his MBA. He loves travelling and singing. Draft SOP for him.	07
	OR	
	Write short notes (any three)	15
	1. Advantages of Downward communication	
	2. Corporate communication	
	3. Body Language	
	4. Resolutions	
	5. Counseling as an objective of communication	