

Total No. of Questions : 4]

SEAT No. :

PA-1989

[Total No. of Pages : 2

[5955]-102

**F.Y. B.B.A. (International Business)**  
**102 : Business Communication Skills**  
**(2019 Pattern) (CBCS) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Marks are indicated on right side.*

**Q1) A) Fill in the blanks :**

**[5 × 1 = 5]**

- i) Posters fall under \_\_\_\_\_ communication
  - a) Oral
  - b) Visual
  - c) Written
  - d) Spoken
- ii) Dialogic listening is also known as \_\_\_\_\_.
  - a) Empathetic listening
  - b) Therapeutic listening
  - c) Relational listening
  - d) Active listening
- iii) An order letter must contain \_\_\_\_\_.
  - a) Exact quantity
  - b) Delivery date
  - c) Your attitude
  - d) Mode of packing
- iv) Communication to a person of \_\_\_\_\_ mind is extremely difficult.
  - a) Open
  - b) Closed
  - c) Very open
  - d) Social
- v) Etiquette are \_\_\_\_\_.
  - a) Unwritten rules
  - b) Written rules
  - c) Non verbal
  - d) Verbal

**P.T.O.**

B) Match the following : [5]

- | Group A   | Group B             |
|---|---------------------|
| i) Memo   | a) Eye contact      |
| ii) Letter written by customer when he found a problem                | b) Efficiency       |
| iii) Which letter is written by buyer to a supplier                   | c) Memorandum       |
| iv) Body language   | d) Complaint letter |
| v) Verbal communication increases the productivity & _____ of workers | e) Order            |

**Q2)** Explain communication and principles of good communication. [10]

OR

“Body language is very important for communicating anything orally”. Discuss

**Q3)** “Resume is the replica of oneself”. Discuss draft an application letter along with a resume for the post of marketing manager. [10]

OR

Explain importance of social media communication.

**Q4)** Write short notes on any four : [4 × 5 = 20]

- Types of Barriers.
- Oral communication.
- Proximity.
- Sales letters.
- Memos.
- Video-conferencing.

