

Total No. of Questions : 4]

SEAT No. :

P3809

[Total No. of Pages : 2

[5616]-1002

F.Y. B.B.A.

102 : BUSINESS COMMUNICATION SKILLS

(2019 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) Solve any five :

[10]

- a) Meaning of “upward” communication.
- b) “Keep your cool”, what does this mean in terms of business courtesy?
- c) Write any three barriers to effective oral communication.
- d) Salutation means _____.
- e) Methods of “Downward” communication. (List - 4 methods).
- f) To be assertive is to be _____.
 - i) firm
 - ii) loud
 - iii) indirect
 - iv) aggressive
- g) Oral communication is also known as.
 - i) verbal communication
 - ii) non-verbal communication
 - iii) impersonal communication
 - iv) face to face communication

Q2) Letter writing (Any 3) :

[15]

- a) Write a job application for the post of a assistant manager to personnel manager, Reliance Industries Ltd. Mumbai 400042. The advertisement was given in times of India on 2nd November 2019.
- b) Draft a circular letter announcing change in premises.
- c) Write to invite a customer to a special event.
- d) Write a condolence letter to your employee who lost his/her parent.

P.T.O.

Q3) Long Answer (Any 1) :

[10]

- a) What is the need for business letters? Describe briefly the different components of a business letter.
- b) What is mass communication? Explain different media of mass communication.

Q4) Write short notes (Any 3):

[15]

- a) Barriers to communication.
- b) De code
- c) Completeness
- d) Notice

