

Total No. of Questions : 4]

SEAT No. :

P2059

[Total No. of Pages : 2

[5802]-102

F.Y. B.B.A.

(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) Draw diagrams wherever necessary.
- 3) Figures to the right side indicate full marks.

Q1) A) Objective / MCQ.

[5]

Fill in the blanks from given options :

- i) The first step in planning of letter writing is _____.
 - a) Know Purpose of Message
 - b) Choose ideas to include
 - c) Analyze you audience
 - d) Collecting all the relevant fact
- ii) Which of these is the third element of communication _____.
 - a) Sender
 - b) Channel
 - c) Message
 - d) Receiver
- iii) Which is main barrier to listening _____.
 - a) Physical Barrier
 - b) Linguistic Barrier
 - c) Cultural Barrier
 - d) Physiological Barrier
- iv) While drafting a letter, one should choose the right _____.
 - a) Kind of Message
 - b) Right Style
 - c) Tone Approach
 - d) All of the Above
- v) Fax can be _____.
 - a) Digital
 - b) Electronic
 - c) Analog
 - d) Both a) and b)

P.T.O.

- B) Answer in one line : [5]
- i) Which is informal type of communication?
 - ii) Decoding means....
 - iii) Define written communication.
 - iv) What do you mean by business promotion letter?
 - v) Describe voicemail.

- Q2) Letter Writing (Any three) :** [15]
- a) Write job application letter for the post of management trainee in a logistic company.
 - b) Draft a layout of a business letter explaining the heading in it.
 - c) As a sales head, draft a sales letter to promote the sale of air conditioner.
 - d) Draft a circular letter from a newspaper publisher addressed to customers about the new edition of newspaper.

- Q3) Long answer (Any one) :** [10]
- a) Explain in detail the various barriers in communication.
 - b) Elaborate the principles of communication.

- Q4) Write Short Notes (Any three) :** [15]
- a) Paralinguistic
 - b) Grapevine
 - c) Email
 - d) Physical Appearance

