

Total No. of Questions : 4]

SEAT No. :

P2910

[Total No. of Pages : 2

[5801]-301

S.Y. B.Com.

**(231) BUSINESS COMMUNICATION - I
(2019 Pattern) (CBCS) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Fill in the blanks (Any 5) :

[5]

- i) The term Communication is an _____ of facts, ideas, opinions or emotions by two or more persons.
 - a) Exchange
 - b) Volume
 - c) Listening
- ii) _____ is required when some documents like cheque, draft, bills, receipts are attached with the letter.
 - a) Post Script
 - b) Notation
 - c) Enclosures
- iii) A discussion by and among the group of people is known as _____.
 - a) Written communication
 - b) Time management
 - c) Group Discussion
- iv) The candidate answering the questions during the interview is known as _____.
 - a) Interviewer
 - b) Interviewee
 - c) Writer

P.T.O.

- v) Noise is included in _____ barriers.
- Physical
 - Language
 - Cultural
- vi) The word _____ refers to the biographical details of applicant.
- Biodata
 - Inside Address
 - Heading

B) Match the following : [5]

'A'

'B'

- | | |
|------------------------|-------------------------------------|
| i) Complimentary Close | a) Non Verbal Communication |
| ii) Body Language | b) Greeting to the Reader of letter |
| iii) Salutation | c) Rules of Behavior |
| iv) Encoding | d) Yours faithfully |
| v) Etiquettes | e) Process of communication |

Q2) Write short notes (any 2) : [10]

- Written Communication.
- Qualities of Business Letter.
- Time Management.
- Essential elements of Resume.

Q3) a) Explain the Barriers to Communication. [8]

b) Explain the Layout of Business Letter. [7]

Q4) a) Explain the meaning and importance of soft skills. [8]

b) Write a job Application letter to Thermax Ltd, MIDC, Chinchwad, Pune-19 in response to an Advertisement for the post of an Accountant. [7]

