

Total No. of Questions : 4]

SEAT No. :

PA-1782

[Total No. of Pages : 2

[5952]-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) Facial expression is the example of \_\_\_\_\_ communication.
  - a) Oral
  - b) Written
  - c) Non- verbal
- ii) In business letter, \_\_\_\_\_ is written after the letter is closed.
  - a) Heading
  - b) Post Script
  - c) Subject
- iii) \_\_\_\_\_ is act of taking conscious control over the amount of time spent on specific activities.
  - a) Etiquettes
  - b) Time Management
  - c) Problem solving
- iv) The word communication is derived from the Latin term 'communis' which means \_\_\_\_\_.
  - a) Common
  - b) Community
  - c) Message

**P.T.O.**

- v) Full form of CV is \_\_\_\_\_.
- Complex Vitae
  - Curriculum Vitae
  - Circular Vitae
- vi) \_\_\_\_\_ is written when someone needs a job.
- Complaint letter
  - Collection Letter
  - Job Application Letter

**B) Match the following :** [5]

- |                           |   |
|---------------------------|---|
| i) State of Health        | a) Physical Appearance of Business letter |
| ii) Grapevine             | b) Educational Information                |
| iii) Resume               | c) Physical Barriers                      |
| iv) Oral Presentation     | d) Informal Communication                 |
| v) Size, Margin and paper | e) Short talk                             |

**Q2) Write Short Notes (Any 2) :** [10]

- Formal Communication.
- Importance of Business Letter.
- Problem solving skills.
- Elements of Biodata.

**Q3) a) Define Communication. Explain importance of communication.** [8]

- b) Explain the Essential Qualities of Good Business Letter. [7]

**Q4) a) Explain various types of Interviews.** [8]

- b) Draft an Application letter for the post of Finance Manager to Samsung India Ltd, Delhi in response to an Advertisement in 'The Times of India'. [7]

